

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 10, 1982

## NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SIMON & SIMON#	24.8	20,660
2	THREE'S COMPANY#	24.2	20,160
3	AMER. LEAGUE CHAMP GM 5(S)	23.8	19,830
3	CBS SPEC. MOVIE PRES.-MON(S)	23.8	19,830
5	MAGNUM, P.I.	23.0	19,160
6	DALLAS	22.8	18,990
7	9 TO 5#	22.4	18,660
8	LOVE BOAT#	21.7	18,080
9	TOO CLOSE FOR COMFORT#	21.5	17,910
10	LAVERNE & SHIRLEY#	21.4	17,830
11	ABC MOVIE SPECIAL(S)	21.0	17,490
11	NAT'L. LEAGUE CHAMP GM 3(S)	21.0	17,490
13	J. CARSON ANNIVERSARY SP.(S)	20.9	17,410
14	CBS TUESDAY NIGHT MOVIES	20.8	17,330
15	60 MINUTES	20.7	17,240
16	AMER. LEAGUE CHAMP-GM 1(S)	20.6	17,160
17	ABC SUNDAY NIGHT MOVIE#	20.1	16,740
18	NAT'L LEAGUE CHAMP-GM 1(S)	20.0	16,660
19	FALCON CREST	19.8	16,490
20	HAPPY DAYS#	19.7	16,410
20	SPEC. MOVIE PRESENT.-CBS(S)	19.7	16,410
22	ONE DAY AT A TIME	19.6	16,330
23	AMER. LEAGUE CHAMP-GM 2(S)	19.4	16,160
23	MATT HOUSTON#	19.4	16,160

CONT'D

TOTAL PERSONS (2+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	THREE'S COMPANY#	17.7	38,510
2	ABC SUNDAY NIGHT MOVIE#	16.9	36,890
3	LAVERNE & SHIRLEY#	16.3	35,560
4	9 TO 5#	15.5	33,730
5	SIMON & SIMON#	15.4	33,490
6	MATT HOUSTON#	15.0	32,700
7	TOO CLOSE FOR COMFORT#	14.8	32,250
8	MAGNUM, P.I.	14.8	32,240
9	AMER. LEAGUE CHAMP GM 5(S)	14.7	32,080
10	LOVE BOAT#	14.7	32,000
11	HAPPY DAYS#	14.5	31,520
12	CBS SPEC. MOVIE PRES.-MON(S)	14.4	31,390
13	DALLAS	14.4	31,320
14	J. CARSON ANNIVERSARY SP.(S)	14.0	30,610
15	FACTS OF LIFE	13.5	29,430
16	CHIPS#	13.4	29,320
17	KNIGHT RIDER	13.0	28,330
18	NAT'L. LEAGUE CHAMP GM 3(S)	12.9	28,030
19	NBC SUNDAY NIGHT MOVIE#	12.8	27,940

## HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
CONT'D			
23	NAT'L. LEAGUE CHAMP PRE 3(S)	19.4	16,160

## TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 10, 1982

## NIELSEN AVERAGE AUDIENCE

### WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	THREE'S COMPANY#	20.5	17,720
2	9 TO 5#	20.5	17,690
3	DALLAS	20.3	17,550
4	CBS SPEC. MOVIE PRES.-MON(S)	19.7	17,020
5	TOO CLOSE FOR COMFORT#	19.1	16,500
6	SIMON & SIMON#	18.9	16,290
7	LOVE BOAT#	18.2	15,740
8	SPEC. MOVIE PRESENT.-CBS(S)	17.6	15,220
9	LAVERNE & SHIRLEY#	17.5	15,150
10	CBS TUESDAY NIGHT MOVIES	17.4	15,030
11	HART TO HART#	17.2	14,820
12	MAGNUM, P.I.	17.1	14,800
13	LITTLE HOUSE NW BEGINNING	16.9	14,550
14	J. CARSON ANNIVERSARY SP.(S)	16.6	14,310
15	FALCON CREST	16.6	14,300
16	MATT HOUSTON#	16.5	14,290
17	ABC SUNDAY NIGHT MOVIE#	16.5	14,210
18	ONE DAY AT A TIME	16.2	14,010

### MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	AMER. LEAGUE CHAMP GM 5(S)	22.4	17,420
2	NAT'L. LEAGUE CHAMP GM 3(S)	20.0	15,550
3	NAT'L. LEAGUE CHAMP PRE 3(S)	18.7	14,580
4	ABC SUNDAY NIGHT MOVIE#	18.5	14,390
5	NAT'L. LEAGUE CHAMP-GM 1(S)	17.1	13,280
6	NAT'L. LEAGUE CHAMP GM 2(S)	17.0	13,200
7	AMER. LEAGUE CHAMP-GM 1(S)	16.8	13,050
8	AMER. LEAGUE CHAMP-GM 2(S)	16.3	12,710
9	MATT HOUSTON#	15.6	12,140
10	J. CARSON ANNIVERSARY SP.(S)	15.6	12,120
11	MAGNUM, P.I.	15.6	12,100
12	NBC SUNDAY NIGHT MOVIE#	15.3	11,870
13	SIMON & SIMON#	14.3	11,120
14	HILL STREET BLUES	14.1	10,980
15	CBS SPEC. MOVIE PRES.-MON(S)	13.7	10,680
16	KNIGHT RIDER	13.4	10,400
17	60 MINUTES	13.3	10,370
18	ABC MONDAY NIGHT MOVIE	13.2	10,280
19	ABC MOVIE SPECIAL(S)	13.1	10,180
20	LOVE BOAT#	12.8	9,950
21	THREE'S COMPANY#	12.6	9,810
22	AMER. LEAGUE CHAMP-PRE 1(S)	12.5	9,710
23	CHIPS#	12.2	9,470
24	ABC SUNDAY AFTERNOON BSBL#	12.1	9,380

CONT'D

### WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
19	THREE'S COMPANY#	12.5	9,710
20	LOVE BOAT#	12.8	9,950
21	THREE'S COMPANY#	12.6	9,810
22	AMER. LEAGUE CHAMP-PRE 1(S)	12.5	9,710
23	CHIPS#	12.2	9,470
24	ABC SUNDAY AFTERNOON BSBL#	12.1	9,380

### MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
24	THAT'S INCREDIBLE	12.1	9,380
26	DALLAS	12.0	9,370

CONT'D

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 10, 1982

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	9 TO 5#	22.6	12,230
2	THREE'S COMPANY#	21.9	11,870
3	LAVERNE & SHIRLEY#	21.0	11,380
4	CBS SPEC. MOVIE PRES.-MON(S)	20.1	10,900
5	TOO CLOSE FOR COMFORT#	20.1	10,860
6	ABC SUNDAY NIGHT MOVIE#	19.9	10,750
7	HART TO HART#	19.4	10,480
8	MATT HOUSTON#	19.2	10,390
9	HAPPY DAYS#	18.7	10,140
10	ABC MOVIE SPECIAL(S)	17.9	9,700
11	SPEC. MOVIE PRESENT.-CBS(S)	17.9	9,670
12	J. CARSON ANNIVERSARY SP.(S)	17.6	9,520
13	LOVE BOAT#	17.4	9,420
14	CBS TUESDAY NIGHT MOVIES	17.3	9,390
15	SIMON & SIMON#	16.4	8,870
16	HILL STREET BLUES	16.1	8,730
17	NBC SUNDAY NIGHT MOVIE#	15.8	8,550
18	DALLAS	15.0	8,130
19	MAGNUM, P.I.	14.8	8,020

### WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	30.5	8,090
2	60 MINUTES	25.5	6,770
3	FALCON CREST	25.2	6,690
4	LITTLE HOUSE NW BEGINNING	23.9	6,330
5	SIMON & SIMON#	22.7	6,010
6	JEFFERSONS	22.2	5,880
7	LOVE BOAT#	21.5	5,700
8	AMER. LEAGUE CHAMP GM 5(S)	21.4	5,670
9	ONE DAY AT A TIME	21.2	5,630
10	MAGNUM, P.I.	20.4	5,400
11	TRAPPER JOHN, M.D.	19.9	5,270
12	ARCHIE BUNKER'S PLACE	19.7	5,210
13	GLORIA	18.7	4,970
14	CBS SPEC. MOVIE PRES.-MON(S)	18.3	4,860
15	FATHER MURPHY	17.7	4,680
15	REAL PEOPLE	17.7	4,680
17	CBS TUESDAY NIGHT MOVIES	17.6	4,670

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	AMER. LEAGUE CHAMP GM 5(S)	20.3	10,620
2	ABC SUNDAY NIGHT MOVIE#	19.7	10,280
3	NBC SUNDAY NIGHT MOVIE#	18.8	9,810
4	NAT'L. LEAGUE CHAMP GM 3(S)	17.9	9,360
5	NAT'L. LEAGUE CHAMP PRE 3(S)	17.3	9,030
6	MATT HOUSTON#	16.3	8,510
7	J. CARSON ANNIVERSARY SP.(S)	16.3	8,490
8	HILL STREET BLUES	15.3	8,010
9	NAT'L. LEAGUE CHAMP GM 2(S)	14.8	7,750
10	AMER. LEAGUE CHAMP-GM 1(S)	14.7	7,690
11	CHIPS#	14.6	7,630
12	AMER. LEAGUE CHAMP-GM 2(S)	14.3	7,460
13	CBS SPEC. MOVIE PRES.-MON(S)	14.1	7,350
14	MAGNUM, P.I.	13.8	7,220
15	NAT'L. LEAGUE CHAMP-GM 1(S)	13.7	7,150
16	THREE'S COMPANY#	13.5	7,060
17	KNIGHT RIDER	13.4	7,020
18	ABC MOVIE SPECIAL(S)	13.0	6,770
18	SIMON & SIMON#	13.0	6,770
20	ABC MONDAY NIGHT MOVIE	12.6	6,560
21	GOLD MONKEY#	12.1	6,330
22	9 TO 5#	11.5	6,000
23	LAVERNE & SHIRLEY#	11.4	5,970
24	AMER. LEAGUE CHAMP-PRE 1(S)	11.2	5,840

CONT'D

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	AMER. LEAGUE CHAMP GM 5(S)	28.1	5,690
2	NAT'L. LEAGUE CHAMP-GM 1(S)	26.3	5,340
3	NAT'L. LEAGUE CHAMP GM 3(S)	24.5	4,970
4	AMER. LEAGUE CHAMP-GM 2(S)	24.1	4,880
5	NAT'L. LEAGUE CHAMP GM 2(S)	22.3	4,530
6	60 MINUTES	22.1	4,480
7	AMER. LEAGUE CHAMP-GM 1(S)	21.7	4,400
8	MAGNUM, P.I.	21.0	4,260
9	NAT'L. LEAGUE CHAMP PRE 3(S)	20.2	4,100
10	DALLAS	19.1	3,880
11	AMER. LEAGUE CHAMP GM 4(S)	18.3	3,700
12	AMER. LEAGUE CHAMP-PRE 2(S)	18.2	3,680
13	SIMON & SIMON#	17.7	3,580
14	NAT'L. LEAGUE CHAMP-PRE 1(S)	17.2	3,490
15	ARCHIE BUNKER'S PLACE	16.9	3,430
16	LOVE BOAT#	16.9	3,420
17	AMER. LEAGUE CHAMP GM 3(S)	16.7	3,390
18	NL CHAMP GM 1-RAINOUT(S)	16.3	3,310
19	20/20#	16.3	3,300
20	AMER. LEAGUE CHAMP-PRE 1(S)	15.9	3,220
21	FALCON CREST	15.6	3,160
22	MATT HOUSTON#	15.5	3,150
23	DUKES OF HAZZARD	15.4	3,120
24	JEFFERSONS	15.3	3,110

CONT'D

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 10, 1982

## NIELSEN AVERAGE AUDIENCE

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
CONT'D			
25	ABC SUNDAY AFTERNOON BSBL#	11.1	5,820
25	CBS TUESDAY NIGHT MOVIES	11.1	5,820

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
CONT'D			
25	ABC MONDAY NIGHT MOVIE	15.2	3,090
25	ABC SUNDAY NIGHT MOVIE#	15.2	3,090
27	REAL PEOPLE	15.1	3,070
28	CBS EVENING NEWS-RATHER	14.9	3,030
28	CBS SPEC. MOVIE PRES.-MON(S)	14.9	3,030
28	GLORIA	14.9	3,030

NOTES

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																												
WK	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM		CHILDREN (2-11) TOTAL 8-11																	
															TOTAL	18- 34	WOMEN 18- 49	25- 34	35- 64	65+	TOTAL	18- 34	19- 49	25- 34	35- 64	65+																		
EVENING																																												
ABC MONDAY NIGHT MOVIE															2	198	186	A	17.4	28	1449	1649	663	237	718	222	404	394	398	250	709	260	452	434	363	213	137	62^	85	65^				
1 MON. 9.00P															151	ABC	FF	97	97	B	17.4	28	1449	1649	663	237	718	222	404	394	398	250	709	260	452	434	363	213	137	62	85	65		
2 MON. 9.00P															142					A	16.3	24	1358	1720	670	230	732	213	409	413	401	251	702	266	430	430	353	221	163	80^	123	94		
9.00 - 9.30																				A	17.5	27	1458	1724	672	237	731	227	413	404	400	245	737	274	470	459	379	215	144	68^	112	79^		
9.30 - 10.00																				A	17.9	28	1491	1649	668	247	725	222	402	389	409	262	709	255	450	421	363	216	140	65^	75^	65^		
10.00 - 10.30																				A	18.1	30	1508	1590	648	234	696	208	381	367	398	259	688	251	437	418	348	213	127	58^	79^	65^		
10.30 - 11.00																				A	17.5	33	1458	1537	653	242	706	243	408	393	369	234	699	253	469	432	366	201	100	34^	32^	18^		
11.00 - 11.30																																												
ABC NEWSBRIEF-M-F															10	188	189	A	16.0	26	1333	1577	638	228	686	246	413	372	328	229	618	222	371	333	295	208	133	51	140	97				
1 M & F 8.58P															1	ABC	N	96	96	B	16.0	26	1333	1577	638	228	686	246	413	372	328	229	618	222	371	333	295	208	133	51	140	97		
1 TUE. 10.08P															1																													
1 WED. 9.48P															1																													
1 THU. 9.58P															1																													
2 MON. 8.58P															1																													
2 TU-TH 8.15P															1																													
2 FRI. 8.31P															1																													
ABC NEWSBRIEF-SAT.															2	193	197	A	17.3	31	1441	1693	715	285	753	234	430	367	367	298	643	225	364	364	313	226	121	53^	176	120				
1 SAT. 10.01P															1	ABC	N	97	97	B	17.3	31	1441	1693	715	285	753	234	430	367	367	298	643	225	364	364	313	226	121	53	176	120		
2 SAT. 8.14P															1																													
ABC NEWSBRIEF-SUN.															2	192	196	A	20.4	30	1699	1920	667	244	709	236	451	400	354	217	884	311	573	571	454	240	157	54^	170	120				
1 SUN. 9.58P															1	ABC	N	97	97	B	20.4	30	1699	1920	667	244	709	236	451	400	354	217	884	311	573	571	454	240	157	54	170	120		
2 SUN. 9.16P															1																													
ABC MOVIE SPECIAL(S)															193			A	21.0	33	1749	1512	686	247	762	370	553	446	341	157	581	225	387	337	298	162	108^	58^	61^	37^				
1 WED. 9.00P															120	ABC	FF	98																										
9.00 - 9.30																		A	19.5	30	1624	1548	677	239	737	365	528	416	319	163	613	221	407	351	331	171	109^	55^	89^	63^				
9.30 - 10.00																		A	21.5	32	1791	1505	675	233	751	358	532	435	343	155	590	226	390	335	299	169	106^	55^	58^	36^				
10.00 - 10.30																		A	21.7	34	1801	1518	700	262	788	392	588	466	343	155	571	231	383	337	285	157	102^	58^	57^	31^				
10.30 - 11.00																		A	21.2	35	1766	1482	697	253	776	367	570	467	356	158	558	227	372	326	280	155	108^	60^	40^	17^				
ABC SPORTS UPDATE-SAT															2	193	201	A	16.4	29	1366	1820	683	262	728	227	435	382	364	275	819	306	508	477	369	262	64^	10^	209	143				
1 SAT. 8.58P															1	ABC	SN	97	98	B	16.4	29	1366	1820	683	262	728	227	435	382	364	275	819	306	508	477	369	262	64	10	209	143		
2 SAT. 9.11P															1																													
ABC SPORTS UPDATE-SUN															2	196	195	A	19.6	31	1633	1868	689	305	768	266	482	418	369	245	831	277	551	549	442	224	144	60^	125	59^				
1 SUN. 8.35P															1	ABC	SN	98	97	B	19.6	31	1633	1868	689	305	768	266	482	418	369	245	831	277	551	549	442	224	144	60	125	59		
2 SUN. 8.15P															1																													
ABC SUNDAY NIGHT MOVIE															1	201		A	20.1	31	1674	2204	789	266	848	368	641	531	407	161	860	315	613	597	463	186	228	89^	268	196				
1 SUN. 9.00P															113	ABC	FF	99																										
9.00 - 9.30																		B	20.1	31	1674	2204	789	266	848	368	641	531	407	161	860	315	613	597	463	186	228	89	268	196				
9.30 - 10.00																		A	20.1	30	1674	2220	756	275	837	368	630	504	395	169	823	284	575	571	459	188	245	105^	315	224				
10.00 - 10.30																		A	20.4	30	1699	2263	793	260	859	373	642	534	412	165	869	333	620	616	455	185	248	96^	287	196				
10.30 - 11.00																		A	20.2	32	1683	2188	808	266	860	390	661	543	402	153	869	315	626	611	477	175	217	77^	242	183				
																		A	19.7	32	1641	2113	801	265	831	332	628	547	427	155	877	334	640	594	458	184	186	70^	219	173				
ABC WORLD NEWS TONIGHT															10	200	193	A	11.4	23	950	1518	692	207	726	178	354	355	365	307	659	203	372	345	317	243	61^	37^	72	25^				
M-F 6.30P															30	ABC	N	99	97	B	11.4	23	950	1518	692	207	726	178	354	355	365	307	659	203	372	345	317	243	61	37	72	25		
ABC WRLD NEWS-SUN(B)															78			A	5.5	12	458	1764	730	301^	771	212^	473^	444^	459^	249^	913	282^	504^	406^	376^	352^	80^	39^	LT	LT				
1 SUN. 6.30P															30	ABC	N	52																										

## 16 PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1982 REPORT

PROGRAM NAME														T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																									
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																			
														TOTAL	18-34	18-49	25-34	35-44	45-54	55+	TOTAL	18-34	18-49	25-34	35-44	45-54	55+	TOTAL FEM.	TOTAL 6-11																
EVENING CONT'D																																													
ALICE																																													
2 WED. 9.00P 30 CBS CS 192																		A 15.3 23 1274										1467 747 218		800 232 362 384 374 357										456 215 243 219 115 176A		119A 43v 92A 58A			
98																		B 15.3 23 1274										1467 747 218		800 232 362 384 374 357										456 215 243 219 115 176		119 43 92 58			
AMER. LEAGUE CHAMP-PRE 1(S)																																													
2 TUE. 8.00P 18 ABC SC 206																		A 16.6 30 1383										1543 551 214		575 122A 253 266 279 291										702 202 422 422 406 233		135A 47A 131A 66A			
99																																													
AMER. LEAGUE CHAMP-GM 1(S)																																													
2 TUE. 8.18P 173 ABC SE 206																		A 20.6 33 1716										1486 499 186		531 128A 250 245 253 256										759 230 447 462 414 255		95A 18v 101A 38A			
99																																													
8.30 - 9.00																		A 19.0 31 1583										1510 504 220		533 116A 231 236 262 270										760 206 431 448 413 269		121A 35v 96A 57A			
9.00 - 9.30																		A 21.4 33 1783										1518 508 200		540 141 265 246 243 252										751 244 440 429 390 261		118A 28v 109A 48A			
9.30 - 10.00																		A 22.0 34 1833										1529 534 186		557 139 274 263 259 251										753 229 437 443 413 258		86A 8v 133 56A			
10.00 - 10.30																		A 21.8 34 1816										1496 499 173		542 132A 262 262 254 254										789 264 482 507 416 247		67A 6v 98A 23v			
10.30 - 11.00																		A 20.8 33 1733										1441 453 162		500 125A 235 228 234 251										781 232 466 500 430 253		78A 8v 82A 14v			
AMER. LEAGUE CHAMP-PRE 2(S)																																													
2 WED. 8.00P 17 ABC SC 206																		A 15.5 27 1291										1393 502 188		523 145A 271 271 226 236										704 209 417 351 361 286		68A LT 98A 55A			
99																																													
AMER. LEAGUE CHAMP-GM 2(S)																																													
2 WED. 8.17P 145 ABC SE 206																		A 19.4 31 1616										1477 486 224		533 106A 261 245 273 260										788 190 463 445 456 303		80A 17v 76A 32v			
99																																													
8.30 - 9.00																		A 17.5 28 1458										1481 499 216		528 113A 254 238 243 261										735 184 424 391 429 298		121A 43A 97A 65A			
9.00 - 9.30																		A 19.9 31 1658										1499 489 229		519 97A 267 254 267 246										802 169 478 469 481 299		98A 14v 80A 32v			
9.30 - 10.00																		A 20.5 31 1708										1465 476 232		517 91A 266 248 296 243										807 182 482 463 486 300		68A 11v 73A 23v			
10.00 - 10.30																		A 21.3 34 1774										1453 477 228		548 106A 252 234 287 280										793 199 464 453 453 305		54A 9v 58A 17v			
ARCHIE BUNKER'S PLACE																		2 199 197										A 16.2 26 1349		1672 804 312		857 229 401 396 369 386										552 144 246 243 288 254		103 56A 160 105	
SUN. 8.00P 30 CBS CS 99 99																		B 16.2 26 1349										1672 804 312		857 229 401 396 369 386										552 144 246 243 288 254		103 56 160 105			
BATTLE-NETWORK STARS(S)																																													
1 FRI. 9.00P 120 ABC SE 189																		A 10.9 19 908										1859 710 270		744 336 507 466 354 181A										657 274 473 418 306 153A		221A 34v 237A 169A			
99																																													
9.00 - 9.30																		A 9.3 16 775										1733 678 213A		701 284A 421 398 329 227A										646 266A 433 430 300A 161A		189A 39v 197A 114A			
9.30 - 10.00																		A 8.9 15 741										1869 708 242A		723 301A 476 445 349 198A										673 288A 458 449 320A 151A		253A 53v 220A 142A			
10.00 - 10.30																		A 12.4 22 1033										1891 745 306		779 374 558 512 369 163A										632 256 488 414 312 125A		212A 29v 268 196A			
10.30 - 11.00																		A 12.9 23 1075										1915 710 296		755 355 540 489 367 155A										678 285 494 398 303 171A		232 25v 250 199A			
BENSON SPECIAL(S)																																													
2 FRI. 8.33P 27 ABC CS 194																		A 9.8 18 816										1284 529 191A		545 133A 242A 251A 221A 294										666 221A 343 311 313 290A		58v LT 15v 15v			
98																																													
BOB HOPE COMEDY SPECIAL(S)																																													
1 SUN. 8.00P 60 NBC CV 209																		A 16.8 26 1399										1800 755 299		808 270 425 435 382 288										607 177 380 371 318 187		211 92A 174 124A			
99																																													
8.00 - 8.30																		A 15.5 25 1291										1798 744 294		795 255 408 433 387 279										577 178A 356 359 288 178A		232 96A 194 129A			
8.30 - 9.00																		A 18.1 28 1508										1792 762 303		815 281 436 436 373 293										627 173 397 380 344 192		193 90A 157A 118A			
BRING 'EM BACK ALIVE																																													
1 TUE. 8.09P 60 CBS A 2 198 192																		A 13.3 21 1108										1708 689 268		753 242 434 408 368 270										591 218 375 326 306 187		165 57A 199 145			
99 99																		B 13.3 21 1108										1708 689 268		753 242 434 408 368 270										591 218 375 326 306 187		165 57 199 145			
2 TUE. 8.00P 60																																													
8.00 - 8.30																		A 12.5 21 1041										1707 687 262		748 231 398 375 360 301										561 217 353 309 280 177		171 55A 227 163			
8.30 - 9.00																		A 13.5 21 1125										1735 698 270		760 248 457 430 375 253										607 227 387 330 315 190		172 61A 196 147			
CBS EVENING NEWS-RATHER																																													
M-F 6.30P 30 CBS N 10 200 201																		A 12.9 25 1075										1474 684 195		747 122 278 318 373 398										578 143 256 245 262 282		60 26A 89 41A			
99 99																		B 12.9 25 1075										1474 684 195		747 122 278 318 373 398										578 143 256 245 262 282		60 26 89 41			
CBS EVENING NEWS-DEAN																																													
SUN. 6.30P 30 CBS N 2 174 170																		A 9.2 19 766										1603 784 236		840 208 333 356 343 428										646 187 367 302 319 234		60A 60A 57A 14v			
88 90																		B 9.2 19 766										1603 784 236		840 208 333 356 343 428										646 187 367 302 319 234		60 60 57 14			
CBS SAT. NEWS-SCHIEFFER																																													
2 SAT. 6.30P 30 CBS N 1 147																		A 8.9 18 741										1436 729 189A		729 89A 255A 345 401 384										517 139A 251A 291A 257A 226A		76v 46v 114A 78v			
85																		B 8.9 18 741										1436 729 189		729 89 255 345 401 384										517 139 251 291 257 226		76 46 114 78			



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1982 REPORT

PROGRAM NAME				T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	18-34	18-34	18-34	18-34	18-34	18-34	18-34	18-34	18-34	18-34

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1.33

1ST OCT. 1982 REPORT

PROGRAM NAME				T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES									



[illegible]

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. % (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES											TEENS (12-17)		CHILDREN (2-11)					
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL M-11					
EVENING CONT'D																															
MAGNUM, P.I.-CONT'D																															
		8.00 - 8.30							A 21.4	35	1783	1674	725	252	780	204	398	395	409	305	595	185	336	303	308	221	135	39^	164	112	
		8.30 - 9.00							A 23.6	37	1966	1699	719	251	776	207	416	413	415	287	602	182	349	315	328	219	162	45^	159	113	
		9.00 - 9.30							A 24.2	37	2016	1655	701	261	756	189	432	443	405	260	685	235	430	378	344	230	132	27^	82^	54^	
		9.30 - 10.00							A 24.0	36	1999	1671	707	256	755	204	441	447	404	245	697	261	448	392	333	224	144	34^	75^	51^	
MATT HOUSTON																															
1 SUN.		8.00P	60	ABC	PD	99			A 19.4	31	1616	2024	778	355	885	365	644	528	419	205	751	300	526	488	358	194	170	71^	218	125^	
		8.00 - 8.30							B 19.4	31	1616	2024	778	355	885	365	644	528	419	205	751	300	526	488	358	194	170	71	218	125	
		8.30 - 9.00							A 18.4	30	1533	2096	789	351	903	390	668	545	408	199	733	276	488	450	357	214	169	72^	291	188	
									A 20.3	31	1691	1962	768	359	869	343	624	516	426	210	769	318	561	524	363	178	173	71^	151	68^	
NAT'L LEAGUE CHAMP-PRE 1(S)																															
2 THU.		8.00P	17	ABC	SC	99	205		A 14.4	25	1200	1310	416	79^	425	87^	128^	127^	155^	262	739	199^	415	383	403	291	84^	35^	62^	60^	
NAT'L LEAGUE CHAMP-GM 1(S)																															
2 THU.		8.17P	175	ABC	SE	99	206		A 20.0	31	1666	1438	464	131^	495	98^	199	207	223	262	797	200	429	424	440	321	72^	26^	74^	20^	
		8.30 - 9.00							A 17.3	28	1441	1376	417	106^	431	84^	152^	147^	179	255	822	201	449	417	463	332	85^	25^	38^	31^	
		9.00 - 9.30							A 20.2	31	1683	1567	482	128^	523	98^	197	201	210	296	833	216	475	455	478	319	117^	54^	94^	32^	
		9.30 - 10.00							A 20.8	31	1733	1471	460	119^	484	96^	190	192	194	265	812	207	459	460	455	314	92^	40^	83^	17^	
		10.00 - 10.30							A 22.0	34	1833	1420	474	145	510	93^	218	235	252	253	787	195	407	419	425	325	41^	10^	82^	12^	
		10.30 - 11.00							A 20.8	33	1733	1436	475	157	514	106^	228	247	263	241	785	194	395	412	426	326	51^	15^	86^	8^	
NAT'L LEAGUE CHAMP PRE 2(S)																															
2 SAT.		8.00P	15	ABC	SC	97	204		A 12.1	22	1008	1427	503	201^	503	109^	235^	235^	253	256	772	201^	421	451	450	281	64^	20^	88^	18^	
NAT'L LEAGUE CHAMP GM 2(S)																															
2 SAT.		8.15P	180	ABC	SE	97	204		A 18.6	32	1549	1598	534	195	575	159	284	262	261	264	852	283	500	484	420	293	47^	12^	124^	63^	
		8.30 - 9.00							A 16.0	28	1333	1503	499	186	499	101^	209	210	249	278	817	233	434	445	437	320	58^	17^	129^	48^	
		9.00 - 9.30							A 18.0	30	1499	1740	549	210	594	174	305	275	272	268	903	338	547	512	410	311	57^	14^	186	104^	
		9.30 - 10.00							A 18.8	31	1566	1622	544	199	591	169	307	271	266	268	870	300	508	463	399	321	45^	15^	116^	66^	
		10.00 - 10.30							A 20.1	34	1674	1603	531	192	587	173	287	258	244	265	871	295	521	500	419	282	27^	7^	118^	59^	
		10.30 - 11.00							A 20.9	35	1741	1600	549	191	603	184	314	286	264	254	854	288	515	514	428	264	41^	5^	102^	56^	
NAT'L LEAGUE CHAMP PRE 3(S)																															
2 SUN.		8.00P	15	ABC	SC	99	203		A 19.4	32	1616	1661	524	208	562	127^	250	252	267	273	901	292	558	576	467	254	115^	40^	83^	64^	
NAT'L LEAGUE CHAMP GM 3(S)																															
2 SUN.		8.15P	170	ABC	SE	99	204		A 21.0	32	1749	1603	540	235	567	143	282	274	279	253	889	282	535	518	465	283	91^	31^	56^	38^	
		8.30 - 9.00							A 21.1	32	1758	1703	562	223	594	163	293	286	274	261	910	278	551	566	501	257	106^	40^	93^	68^	
		9.00 - 9.30							A 21.2	31	1766	1612	553	234	577	134^	290	277	290	256	898	295	543	539	462	279	83^	15^	54^	41^	
		9.30 - 10.00							A 22.3	32	1858	1591	545	245	565	130	280	271	287	253	884	269	510	509	475	305	85^	31^	57^	44^	
		10.00 - 10.30							A 20.4	31	1699	1570	536	265	567	141	295	298	300	238	872	277	522	484	454	292	94^	40^	37^	20^	
		10.30 - 11.00							A 20.2	32	1683	1533	507	218	534	135^	264	255	262	247	886	293	543	480	435	300	81^	31^	32^	15^	
NBC MONDAY NIGHT MOVIES																															
MON.		9.00P	120	NBC	FF	98	198		A 13.0	20	1083	1524	708	334	756	235	459	453	402	233	576	212	341	340	283	167	107^	46^	85^	39^	
		9.00 - 9.30							B 13.0	20	1083	1524	708	334	756	235	459	453	402	233	576	212	341	340	283	167	107	46	85	39	
		9.30 - 10.00							A 13.3	20	1108	1610	698	312	747	226	430	425	388	249	549	186	324	313	283	170	137	58^	177	94^	
		10.00 - 10.30							A 12.9	20	1075	1553	704	324	747	240	455	441	390	230	564	207	336	330	281	165	112^	49^	130	48^	
		10.30 - 11.00							A 12.8	20	1066	1443	703	336	746	235	464	458	398	223	583	222	344	345	273	174	89^	37^	25^	12^	
									A 12.9	21	1075	1493	731	362	784	236	487	490	436	230	615	236	366	377	301	166	90^	44^	LT	LT	
NBC NEWS CAPSULE-M-F																															
1 M-WTHF		8.58P	1	NBC	N	89	181		A 13.0	20	1083	1792	744	260	805	278	457	405	350	290	507	186	298	265	216	177	181	113	299	215	
1 TUE.		9.07P	1						B 13.0	20	1083	1792	744	260	805	278	457	405	350	290	507	186	298	265	216	177	181	113	299	215	
2 M-F		8.58P	1																												

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1982 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																									
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																									
WK #	DAY	START TIME	DUR	NET	TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM	WOMEN					MEN					TEENS (12-17) TOTAL FEM	CHILDREN (2-11) TOTAL 6-11										
							WK 1	WK 2		AVG. AUD. SHARE %	AVG. AUD. SHARE % (0,000)			18-34	18-49	25-54	35-64	55+	18-34	18-49	25-54	35-64	55+												
EVENING CONT'D																																			
NBC NEWS CAPSULE-2-M-F										5	183	184	A	13.2	21	1100	1735	713	273	764	106	470	439	333	226	617	249	390	345	276	182	186	94	168	112
1 TUE. 9.59P 1 NBC N										94	94	B	13.2	21	1100	1735	713	273	764	106	470	439	333	226	617	249	390	345	276	182	186	94	168	112	
1 THU. 9.58P 1																																			
2 MON. 9.56P 1																																			
2 W & F 9.58P 1																																			
NBC NEWS CAPSULE-SAT										2	175	176	A	12.2	21	1016	1966	655	229	720	220	382	330	295	262	483	171	285	275	202	157	376	193	387	302
SAT. 8.58P 1 NBC N										89	88	B	12.2	21	1016	1966	655	229	720	220	382	330	295	262	483	171	285	275	202	157	376	193	387	302	
NBC NEWS CAPSULE-2-SAT.										1	176		A	9.3	16	775	1885	659	226	692	160	389	347	370	245	533	128	335	305	296	183	306	202	354	213
1 SAT. 9.58P 1 NBC N										94		B	9.3	16	775	1885	659	226	692	160	389	347	370	245	533	128	335	305	296	183	306	202	354	213	
NBC NEWS CAPSULE-SUN										2	180	178	A	14.6	22	1216	1882	704	275	751	273	474	443	340	224	664	241	457	410	346	179	200	78	267	210
SUN. 8.58P 1 NBC N										90	89	B	14.6	22	1216	1882	704	275	751	273	474	443	340	224	664	241	457	410	346	179	200	78	267	210	
NBC NEWS CAPSULE-2-SUN.										1	182		A	16.6	24	1383	1867	632	234	700	282	549	522	372	97	782	420	605	489	334	149	318	172	67	67
2 SUN. 9.49P 1 NBC N										89		B	16.6	24	1383	1867	632	234	700	282	549	522	372	97	782	420	605	489	334	149	318	172	67	67	
NBC NIGHTLY NEWS-SAT.										1	162		A	7.7	15	641	1680	647	156	741	124	326	301	392	381	462	87	220	195	293	232	338	197	139	105
2 SAT. 6.30P 30 NBC N										87		B	7.7	15	641	1680	647	156	741	124	326	301	392	381	462	87	220	195	293	232	338	197	139	105	
NBC NIGHTLY NEWS-SUN.										1	143		A	3.9	9	325	1369	441	74	502	95	172	148	185	293	626	152	251	311	265	315	69	17	172	83
1 SUN. 6.30P 30 NBC N										71		B	3.9	9	325	1369	441	74	502	95	172	148	185	293	626	152	251	311	265	315	69	17	172	83	
NBC NIGHTLY NEWS										10	203	207	A	9.9	20	825	1491	713	224	743	161	358	330	364	349	595	130	249	258	294	301	64	39	89	71
M-F 8.30P 30 NBC N										99	90	B	9.9	20	825	1491	713	224	743	161	358	330	364	349	595	130	249	258	294	301	64	39	89	71	
NBC SUNDAY NIGHT MOVIE										1	196		A	18.3	28	1524	1833	599	244	686	327	561	497	317	79	779	451	644	489	304	108	295	143	73	69
2 SUN. 9.00P 120 NBC FF										97		B	18.3	28	1524	1833	599	244	686	327	561	497	317	79	779	451	644	489	304	108	295	143	73	69	
9.00 - 9.30												A	17.9	26	1491	1814	620	231	702	330	568	502	332	85	763	406	598	439	328	136	271	129	78	67	
9.30 - 10.00												A	19.1	28	1591	1808	604	244	687	308	559	514	341	77	750	435	622	472	295	101	301	161	70	66	
10.00 - 10.30												A	19.1	30	1591	1828	584	255	669	321	543	490	302	77	790	475	667	516	291	97	304	136	65	65	
10.30 - 11.00												A	16.9	28	1408	1905	593	248	694	349	583	489	293	77	821	492	694	541	307	99	312	149	78	78	
NBC TUE MOVIE OF THE WEEK(S)										194		A	11.9	19	991	1528	698	254	717	242	440	394	397	206	663	304	440	330	265	181	64	23	84	45	
2 TUE. 9.00P 120 NBC FF										98		A	12.5	19	1041	1616	745	274	766	234	443	439	451	238	630	263	410	328	267	189	80	49	140	85	
9.00 - 9.30												A	11.7	18	975	1524	698	277	716	234	425	384	409	215	630	311	432	297	235	166	46	16	132	67	
9.30 - 10.00												A	11.8	19	983	1484	655	231	674	233	424	370	362	190	706	326	472	352	287	190	54	8	50	23	
10.00 - 10.30												A	11.5	20	958	1473	688	230	707	268	469	373	363	181	689	314	452	339	275	185	77	18	LT	LT	
10.30 - 11.00																																			
NBC TUESDAY MOVIE(S)										196		A	13.0	20	1083	1599	745	230	797	310	469	368	277	293	609	208	374	317	276	214	131	61	62	44	
1 TUE. 9.09P 120 NBC FF										99		A	12.2	18	1016	1636	732	219	782	316	470	375	280	278	619	184	382	324	304	218	126	61	109	86	
9.00 - 9.30												A	13.4	20	1116	1641	725	202	791	322	476	369	276	279	608	203	370	306	276	216	147	64	95	73	
9.30 - 10.00												A	13.4	21	1116	1622	776	237	822	314	490	375	284	300	625	209	363	311	284	236	137	77	38	27	
10.00 - 10.30												A	13.2	22	1100	1531	730	234	778	297	437	339	250	312	588	225	386	328	257	188	132	60	33	18	
10.30 - 11.00																																			
NEWSBRIK-M-F										10	185	181	A	16.5	26	1374	1663	687	246	756	241	420	395	351	277	527	181	309	284	253	186	159	74	221	148
1 M-F 8.58P 1 CBS N										94	94	B	16.5	26	1374	1663	687	246	756	241	420	395	351	277	527	181	309	284	253	186	159	74	221	148	
1 TUE. 8.06P 2																																			
1 THU. 8.51P 1																																			
2 MON. 8.57P 2																																			
2 TU-F 8.58P 1																																			

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																							
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSEWOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																													
														18-34										18-49										25-54										35-64										55+										TOTAL		FEM.		TOTAL		FEM.	
EVENING CONT'D																																																																							
NEWSBREAK-SAT.																																																																							
1 SAT.		8.57P	2	CBS	N	2	191	188	A	11.8	21	983	2026	726	237	750	195	426	407	375	280	528	194	358	338	282	158	278	75A	470	348																																								
2 SAT.		8.58P	1				95	96	B	11.8	21	983	2026	726	237	750	195	426	407	375	280	528	194	358	338	282	158	278	75	470	348																																								
NEWSBUN-SUN.																																																																							
SUN.		8.58P	1	CBS	N	2	189	185	A	16.4	25	1366	1638	820	349	876	241	423	436	401	368	479	120	205	216	265	223	79A	79A	204	131																																								
							95	95	B	16.4	25	1366	1638	820	349	876	241	423	436	401	368	479	120	205	216	265	223	79	79	204	131																																								
9 TO 5																																																																							
1 TUE.		9.40P	30	ABC	CS	1	197		A	22.4	34	1866	1808	836	380	949	391	656	566	435	231	471	202	321	281	195	122A	247	136	141	103A																																								
							99		B	22.4	34	1866	1808	836	380	949	391	656	566	435	231	471	202	321	281	195	122	247	136	141	103																																								
NL CHAMP PRE 2-RAINOUT 2(S)																																																																							
2 FRI.		8.00P	33	ABC	SC		200		A	11.3	22	941	1463	534	215A	574	129A	221A	254A	264	320	754	261	429	359	361	294	61V	LT	74A	36V																																								
		8.00 - 8.30					99		A	11.4	22	950	1477	536	217A	579	129A	221A	255	267	324	754	259	431	354	364	294	63V	LT	81A	38V																																								
ONE DAY AT A TIME																																																																							
SUN.		9.30P	30	CBS	CS	2	199	198	A	19.6	29	1633	1627	781	341	858	243	441	438	410	345	475	153	257	265	232	178	145	93	149	104																																								
							99	99	B	19.6	29	1633	1627	781	341	858	243	441	438	410	345	475	153	257	265	232	178	145	93	149	104																																								
POWERS OF MATTHEW STAR																																																																							
FRI.		8.00P	60	NBC	GD	4	195	194	A	12.4	22	1033	2093	772	339	849	324	548	437	429	226	625	222	420	371	324	169	303	137	316	246																																								
		8.00 - 8.30					97	96	B	12.3	23	1025	1982	747	288	823	304	518	452	414	244	612	210	410	367	337	172	262	135	285	216																																								
		8.30 - 9.00							A	12.2	22	1016	2068	793	325	848	317	530	428	421	238	615	213	404	358	317	174	30																																											

### PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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# PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME				T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																								
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11										
LATE FRINGE CONT'D																																		
LATE MOVIE I																																		
1	M & TH	11.30P	71	CBS	FF	20	161 161	A	5.5 20	458	1258	677 315	769 279	493 461	394 195	424 163	284 257	195 103	52	22	13	13	48 25	LT LT										
1	TUE.	11.39P	71					B	5.5 20	458	1271	654 275	732 244	458 437	382 201	481 202	339 281	220 109																
1	WED.	11.30P	79																															
1	FRI.	11.30P	78																															
2	MON.	12.00M	72																															
2	TUE.	11.30P	72																															
2	WED.	11.30P	70																															
2	THU.	11.30P	71																															
2	FRI.	12.02A	81																															
	11.30	12.00						A	6.0 17	500	1288	705 328	790 258	482 477	426 224	448 170	294 271	208 112	34	22	16	14												
	12.00	12.30						A	5.5 21	458	1266	699 299	784 289	511 471	395 190	422 160	289 268	201 97	47	19	13	13												
	12.30	1.00						A	5.1 24	425	1144	548 341	701 296	512 412	347 127	351 163	217 161	108 110	92	12	LT	LT												
	1.00	1.30						A	4.1 21	342	880	39 129	129	LT	LT 90	129	39	491	111	280	353	242	138	260	35									
LATE MOVIE II																																		
1	MON.	12.41A	41	CBS	FF	20	162 160	A	3.8 24	317	1136	541 267	658 296	495 423	287 131	415 157	284 252	196 91	37	LT	26	26	31 19	LT LT										
1	TUE.	12.50A	47					B	4.0 24	333	1136	554 238	653 247	475 420	332 148	435 186	304 251	195 102			17	17												
1	WED.	12.49A	40																															
1	THU.	12.41A	45																															
1	FRI.	12.48A	39																															
2	MON.	1.12A	48																															
2	TUE.	12.42A	52																															
	2 WED.	12.40A	53																															
	2 THU.	12.41A	48																															
	2 FRI.	1.23A	38																															
	12.30	1.00						A	3.7 21	308	1383	581 88	581 254	276 143	22 305	715 190	436 279	246 279	25	11	6	6												
	1.00	1.30						A	3.7 24	308	1123	522 285	652 295	510 418	276 133	426 169	296 253	195 82	LT	LT	12	12												
	1.30	2.00						A	3.3 25	275	1091	520 175	607 258	476 498	305 76	316 109	181 181	120 135	168	LT	LT	LT	LT											
LOVE BOAT-12.00																																		
	WED.	12.00M	68	ABC	CS	2	158 159	A	2.6 12	217	1157	424 128	507 240	327 254	198 115	650 332	558 383	244 92	LT	LT	LT	LT												
	12.00	12.30						B	2.6 12	217	1157	424 128	507 240	327 254	198 115	650 332	558 383	244 92	LT	LT	LT	LT												
	12.30	1.00						A	2.8 11	233	1124	390 133	471 219	308 236	184 111	653 323	546 390	257 107	LT	LT	LT	LT												
								A	2.6 14	217	1124	428 128	506 249	332 253	198 105	618 332	553 377	221 65	LT	LT	LT	LT												
NBC LATE NIGHT MOVIE																																		
1	SUN.	11.30P	42	NBC	FF	2	52 57	A	1.3 4	108	1694	749 166	749 333	519 408	186 230	870 379	647 583	297 223	75	LT	LT	LT												
2	SUN.	11.30P	45					B	1.3 4	108	1694	749 166	749 333	519 408	186 230	870 379	647 583	297 223	75	LT	LT	LT												
	11.30	12.00						A	1.4 4	117	1855	811 171	811 384	589 453	205 222	940 417	725 632	344 215	104	LT	LT	LT												
NBC NEWS OVERNIGHT-M-F																																		
1	M & TH	1.30A	30	NBC	N	10	147 149	A	1.5 14	125	472	152 LT	160 LT	120 120	128 40	280 152	216 200	64 64	LT	LT	LT	LT												
1	TUE.	1.39A	31					B	1.5 14	125	472	152 LT	160 LT	120 120	128 40	280 152	216 200	64 64	LT	LT	LT	LT												
1	WED.	1.30A	33																															
1	FRI.	2.00A	30																															
2	MON.	1.30A	45																															
2	TU & W	1.30A	42																															
2	THU.	1.30A	44																															
2	FRI.	2.00A	47																															
	1.30	2.00						A	1.5 14	125	424	119 LT	136 LT	88 88	120 48	288 152	224 200	72 64	LT	LT	LT	LT												
	2.00	2.30						A	1.7 14	142	472	247 57	247 LT	57 57	134 190	225 LT	56 56	56 169	LT	LT	LT	LT												
SATURDAY NIGHT CONT'D																																		
						2	192 191	A	6.7 20	558	1591	585 244	603 314	462 355	213 127	572 340	490 425	200 60	308	153	108	47												



### PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. %	TOTAL PERSONS (2.1)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)												
													WOMEN					MEN																			
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL M.	TOTAL	TOTAL									
WEEKDAY DAYTIME CONT'D																																					
AS THE WORLD TURNS										15	202	201	A	6.7	25	558	1177	856	834	969	209	413	415	455	479	152	52	91	68	73	54	25	12	26	11		
M-F 1.30P 60 CBS DD 99 99										B	6.8	26	586	1191	839	139	949	211	414	405	447	471	196	70	108	92	91	77	23	15	25	11	25	11			
1.30 - 2.00										A	6.3	23	525	1181	863	814	977	202	401	401	445	500	164	43	88	66	91	67	13	10	27	11	27	11			
2.00 - 2.30										A	7.1	28	591	1140	847	844	952	208	416	423	460	458	133	60	87	65	49	43	32	15	23	11	23	11			
CAPITOL										15	192	191	A	5.8	23	483	1058	777	974	886	213	410	431	401	389	106	52	64	39	27	40	33	21	33	10		
M-F 2.30P 30 CBS DD 96 96										B	5.9	23	491	1108	790	188	905	247	463	435	433	375	144	67	87	66	54	54	30	22	29	11	29	11			
CBS EARLY MORNING NEWS										5	120		A	1.0	11	83	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT		
2 M-F 6.30A 30 CBS N 87										B	1.0	11	83	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
CBS MORNING NEWS 1										25	185	185	A	3.1	17	258	1078	561	225	635	128	353	384	388	216	377	85	136	86	121	221	LT	LT	54	LT	54	LT
M-F 7.30A 30 CBS N 99 99										B	2.7	16	225																								
CBS MORNING NEWS 2										25	185	185	A	3.1	16	258	1182	631	124	666	171	314	259	275	294	481	109	209	178	166	240	LT	LT	35	LT	35	LT
M-F 8.30A 30 CBS N 99 99										B	2.7	14	225																								
CHILD'S PLAY										15	154	154	A	3.2	17	267	1154	648	109	727	284	434	393	318	229	247	94	112	116	71	112	22	19	158	38	158	38
M-F 10.30A 30 CBS QP 84 85										B	3.3	18	275	1237	689	117	767	307	440	397	304	260	290	101	135	128	95	138	23	17	157	29	157	29	157	29	
CHILDRENS MYSTERY THEATER(S)										117			A	3.1	10	258	1411	650	50	712	375	375	384	160	270	198	87	160	73	93	38	105	105				



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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. SHARE %	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)								
													WOMEN					MEN															
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11							
WEEKDAY DAYTIME CONT'D																																	
TEXAS										10 175 177		A	2.5 13	208	1139	784 168	890 288	442 380	424 385	111	39	43	33	24	68	42	38	96	25				
M-F 11.00A 60 NBC DD										85 84		B	2.5 13	208	1139	784 168	890 288	442 380	424 385	111	39	43	33	24	68	42	38	96	25				
11.00 - 11.30												A	2.5 13	208	1130	783 182	889 297	465 405	433 360	105	39	43	38	23	62	39	39	97	25				
11.30 - 12.00												A	2.4 12	200	1135	789 159	890 279	414 350	411 415	110	35	40	30	25	70	45	40	90	30				
TODAY SHOW-7.30AM										10 207 209		A	3.8 21	317	1117	622 101	637 61	180 312	378 318	390 69	126 183	186 192	61	47	29	29	29	29					
M-F 7.30A 30 NBC N										99 99		B	3.8 21	317	1117	622 101	637 61	180 312	378 318	390 69	126 183	186 192	61	47	29	29	29	29					
TODAY SHOW-8.30AM										10 207 209		A	4.4 23	367	1131	715 103	742 120	262 296	344 396	319 19	81 112	142 205	40	38	30	30	30	30					
M-F 8.30A 30 NBC N										99 99		B	4.4 23	367	1131	715 103	742 120	262 296	344 396	319 19	81 112	142 205	40	38	30	30	30	30					
\$25,000 PYRAMID										15 144 146		A	3.1 17	258	1233	758 97	817 240	457 450	403 286	298 136	163 105	54 128	28	17	90	23	23						
M-F 10.00A 30 CBS QP										81 81		B	3.1 17	258	1270	752 106	840 258	437 419	361 337	315 137	169 117	81 137	23	17	90	23	23						
WHEEL OF FORTUNE										10 151 154		A	4.3 23	358	1405	819 106	855 268	460 422	416 293	263 107	146 121	62 114	108	81	179	75	75						
M-F 10.30A 30 NBC QG										88 89		B	4.3 23	358	1405	819 106	855 268	460 422	416 293	263 107	146 121	62 114	108	81	179	75	75						
YOUNG AND THE RESTLESS										15 202 202		A	7.0 30	583	1163	859 125	939 235	433 430	444 415	170 72	93 55	58 72	13	17	41	17	17						
M-F 12.30P 60 CBS DD										99 99		B	7.2 30	600	1184	848 165	925 230	440 410	440 419	193 81	109 82	73 77	16	17	50	17	17						
12.30 - 1.00												A	6.9 31	575	1165	860 116	937 230	430 431	441 415	172 74	94 56	53 73	11	17	45	9	9						
1.00 - 1.30												A	7.1 29	591	1137	849 125	930 235	428 423	444 413	160 69	87 51	56 68	15	17	32	17	17						
WEEKEND DAYTIME																																	
ABC SUNDAY AFTERNOON BSBL										3 181		A	11.9 32	991	1507	394 179	425 149	196 211	2														

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PROGRAM NAME										AUDIENCE COMPOSITION														
										VIEWING PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES														
										TOTAL					MEN					TEENS (12-17)		CHILDREN (7-11)		
										TOTAL					TOTAL					TOTAL		TOTAL		
																				</				



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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. % (0.000)	TOTAL PERSONS (2+)	LADY WORK HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														WOMEN					MEN														
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
WEEKEND DAYTIME CONT'D																																	
IN THE NEWS-11.56AM SAT. 11.56A 3 CBS CN 4 171 160										A	3.4	13	283	1562	322	230	350	120	209	177	199	123	336	98	123	126	78	182	99	66	777	477	
IN THE NEWS-12.26PM 1 SAT. 12.26P 3 CBS CN 3 168 88										B	3.5	14	292	1551	334	189	400	181	259	203	188	98	289	128	151	97	83	116	174	103	688	400	
IN THE NEWS-12.26PM(B) 2 SAT. 12.26P 3 CBS CN 141 71										A	3.7	15	308	1724	407	211	507	299	431	236	162	76	181	59	126	67	67	55	100	100	936	325	
IN THE NEWS-12.56PM SAT. 12.56P 3 CBS CN 4 164 136										B	3.7	14	308	1693	337	173	425	262	304	149	130	80	272	156	200	114	88	72	180	77	816	350	
IN THE NEWS-1.26PM 1 SAT. 1.26P 3 CBS CN 2 147 74										A	2.9	10	242	1099	239	112	239	11	145	194	239	45	357	141	191	191	136	166	227	58	276	178	
IN THE NEWS-10.56AM SAT. 10.56A 3 CBS CN 4 196 195										A	4.5	16	375	1413	272	154	312	161	233	187	122	57	400	102	253	229	219	147	95	95	606	259	
IN THE NEWS-11.26AM SAT. 11.26A 3 CBS CN 4 185 173										B	4.6	16	383	1428	230	120	297	134	188	137	110	89	376	176	261	188	161	115	156	62	599	294	
JETSONS SAT. 12.00N 30 NBC CA 4 130 149										A	4.1	15	342	1722	427	211	453	388	424	375	65	17	310	73	207	207	184	103	17	17	959	600	
MEATBALL & SPAGHETTI 4 173 160										B	4.6	16	383	1924	375	236	458	346	396	262	95	48	385	242	312	225	100	73	162	85	919	581	
SAT. 11.30A 30 CBS CA 90 86										A	4.9	19	408	1659	332	120	347	145	201	136	118	123	230	137	157	101	48	58	62	17	1020	562	
MEET THE PRESS SUN. 12.00N 30 NBC CC 2 156 158										B	5.1	20	425	1682	318	135	342	157	216	150	109	108	264	172	202	105	70	50	190	59	886	481	
MORK/LAVERNE/FONZ HOUR-1 SAT. 10.00A 30 ABC CA 3 186 187										A	3.7	15	308	1669	418	263	431	142	259	257	267	132	347	176	217	127	123	110	140	59	751	490	
MORK/LAVERNE/FONZ HOUR-2 SAT. 10.30A 30 ABC CA 3 186 166										B	4.2	17	350	1477	311	191	339	129	218	229	172	93	266	144	186	97	102	65	184	97	688	407	
NBC MAJOR LEAGUE PRE GAME 1 SAT. 2.00P 15 NBC SC 22 195 98										A	3.8	14	317	2177	285	124	392	270	353	127	122	39	259	155	213	135	104	46	649	227	877	544	
NBC MAJOR LEAGUE BASEBALL 1 SAT. 2.15P 307 NBC SE 23 195 98										B	4.0	15	333	1871	286	133	374	245	322	144	129	52	217	135	182	131	75	35	444	197	836	536	
2.30 - 3.00										A	3.3	13	275	1531	367	244	381	116	233	222	244	127	254	101	133	124	80	87	143	91	753	440	
3.00 - 3.30										B	3.6	14	300	1595	353	193	400	191	277	226	190	91	210	116	144	98	81	88	108	192	714	197	
3.30 - 4.00										A	2.6	10	217	1088	616	78	649	115	179	83	184	465	383	138	152	111	97	231	47	28	17	17	
4.00 - 4.30										B	2.6	10	217	1088	616	78	649	115	179	83	184	465	383	138	152	111	97	231	47	28	17	17	
4.30 - 5.00										A	6.4	26	533	1811	191	56	224	141	192	140	71	23	192	94	169	129	94	23	336	102	1059	764	
5.00 - 5.30										B	6.6	27	550	1856	146	78	197	123	154	132	59	26	173	102	158	91	69	15	440	238	1046	747	
5.30 - 6.00										A	6.6	26	550	2285	363	185	420	201	263	176	148	121	299	173	235	162	122	46	321	131	1245	790	
6.00 - 6.30										B	6.6	27	550	2181	267	179	345	174	216	174	123	88	231	137	187	120	90	31	406	247	1199	769	
6.30 - 7.00										A	4.6	17	383	1546	292	55	292	198	266	232	94	17	815	277	546	455	417	235	89	89	350	94	
7.00 - 7.30										B	4.7	17	392																				
NBC NFL '82 SPECIAL(S) 1 SUN. 3.00P 30 NBC SC 184 96										A	6.4	19	533	1295	342	82	345	71	128	137	176	186	846	314	504	447	374	311	40	19	64	53	
2.30 - 3.00										B	6.3	21	525																				
3.00 - 3.30										A	5.6	19	466	1208	323	37	323	86	144	155	151	144	739	283	395	341	271	301	95	51	51	51	
3.30 - 4.00										A	5.9	20	491	1246	350	110	350	98	171	186	190	148	776	259	310	318	344	404	63	63	57	57	
4.00 - 4.30										A	6.3	20	525	1105	263	77	263	86	96	97	113	153	776	236	337	331	321	391	15	15	51	51	
4.30 - 5.00										A	6.9	22	575	1287	386	138	386	90	212	236	237	150	744	267	397	351	303	329	42	42	115	115	
5.00 - 5.30										A	7.1	22	591	1293	240	85	240	17	64	100	184	140	892	367	531	472	344	341	17	17	161	161	
5.30 - 6.00										A	7.3	21	608	1462	348	82	348	43	109	105	196	200	1052	383	757	655	509	295	62	17	17	17	
6.00 - 6.30										A	6.5	18	541	1359	355	45	355	49	73	60	170	246	895	379	671	585	423	224	109	17	17	17	
6.30 - 7.00										A	5.7	15	475	1160	373	17	373	35	45	56	180	282	787	259	473	430	403	250	17	17	17	17	
7.00 - 7.30										A	6.7	17	558	1192	297	72	329	72	86	76	122	220	863	282	519	434	461	312	17	17	17	17	
NBC NFL '82 SP.(S) CONT'D										A	7.4	17	616	1599	493	182	493	125	224	256	224	237	900	368	584	483	390	291	17	17	206	75	
NBC NFL '82 SPECIAL(S) 1 SUN. 3.00P 30 NBC SC 184 96										A	1.9	158	1241	538	209		538	367	367	209	171	690	386	551	374	222	139	17	17	17	17		
NBC NFL '82 SP.(S) CONT'D										A	4.2	12	350	1137	306	149	306	32	123	195	274	111	623	183	431	414	440	149	114	17	94	94	



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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION															
WK # DAY		START TIME		DUR		NET TYPE		PROG TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES					TEENS (12-17)		CHILDREN (2-11)			
WEEKEND DAYTIME CONT'D																																
NBC NFL '82 SP.(S)-CONT'D		3.30P		33		NBC SC				93																						
2 SUN.		3.30P		33		NBC SC				93																						
3.30 - 4.00										93																						
NBC SUNDAY FOOTBALL GM. I(S)		4.03P		168		NBC SE				191																						
2 SUN.		4.03P		168		NBC SE				92																						
4.00 - 4.30										92																						
4.30 - 5.00										92																						
5.00 - 5.30										92																						
5.30 - 6.00										92																						
6.00 - 6.30										92																						
6.30 - 7.00										92																						
NBC SUNDAY FOOTBALL POST(S)		6.48P		12		NBC SC				180																						
2 SUN.		6.48P		12		NBC SC				87																						
NBC SUNDAY FOOTBALL GAME1(S)		3.30P		175		NBC SE				178																						
1 SUN.		3.30P		175		NBC SE				93																						
3.30 - 4.00										93																						
4.00 - 4.30										93																						
4.30 - 5.00										93																						
5.00 - 5.30										93																						
5.30 - 6.00										93																						
6.00 - 6.30										93																						
6.30 - 7.00										93																						
6.30 - 7.00										93																						
6.30 - 7.00										93																						
6.30 - 7.00										93																						
6.30 - 7.00																																

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1982 REPORT

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	TOTAL	18-34	WOMEN 18-24	25-34	35-44	45-54	TOTAL	18-34	WOMEN 18-24	25-34	35-44	45-54	TEENS (12-17)	CHILDREN (7-11)							
WEEKEND DAYTIME CONT'D																																	
NCAA FOOTBALL-POST						3	198	129	A	7.0	17	583	1568	522	186	540	206	112	230	170	228	837	246	459	447	445	334	85	85	106	75		
1 SAT. 4.07P						6	ABC	SC	99	67	B	6.9	18	575	1487	453	174	465	187	282	239	162	174	794	310	492	445	351	274	92	69	136	101
2 SAT. 6.54P						6																											
NCAA TODAY-CBS						4	187	196	A	6.8	22	566	1279	326	138	331	119	184	152	127	142	739	292	459	407	319	249	89	8	120	81		
1 SAT. 3.30P						10	CBS	SC	99	99	B	5.7	19	475	1329	342	131	348	110	206	182	162	129	731	289	473	385	349	239	104	22	146	98
2 SAT. 1.00P						30																											
NCAA GAME 1-SPECIAL(S)						193			A	4.9	17	408	1123	243	111	255	140	140	101	22	115	657	233	393	335	277	231	76	27	135	44		
1 SUN. 1.00P						177	CBS	SE	90																								
1.00 - 1.30									A	4.9	19	408	1061	249	118	276	181	181	79	54	95	528	251	274	232	146	206	97	LT	160	74		
1.30 - 2.00									A	5.5	20	458	1251	292	109	292	157	157	109	35	135	700	290	466	421	261	199	58	LT	201	86		
2.00 - 2.30									A	5.2	19	433	1095	214	53	214	52	52	52	19	162	686	240	452	388	310	206	82	26	113	67		
2.30 - 3.00									A	5.4	18	450	991	145	87	145	87	87	87	13	58	696	220	467	390	367	203	77	22	73	38		
3.00 - 3.30									A	4.0	13	333	1198	265	175	286	196	196	175	LT	90	688	213	372	283	285	294	86	54	138	LT		
3.30 - 4.00									A	3.9	12	325	1145	289	166	329	187	187	147	LT	142	637	139	277	224	299	336	80	80	99	LT		
NCAA GAME 2-SPECIAL(S)						194			A	3.6	9	300	1053	273	67	273	83	86	32	70	164	570	264	393	313	240	143	120	87	90	LT		
1 SUN. 4.04P						124	CBS	SE	94																								
4.00 - 4.30									A	3.8	10	317	785	227	48	227	63	69	41	63	152	359	101	198	189	186	136	76	76	123	LT		
4.30 - 5.00									A	3.1	7	258	1078	248	31	248	54	66	31	93	163	558	272	384	225	212	147	105	105	167	LT		
5.00 - 5.30									A	3.5	8	292	1250	377	148	377	161	161	35	86	181	677	339	502	411	287	130	161	92	35	LT		
5.30 - 6.00									A	3.8	8	317	1148	287	51	287	54	54	38	60	195	691	316	489	387	300	167	138	75	32	LT		
NCAA TODAY POST-CBS						3	135	163	A	7.6	19	633	1536	444	96	550	194	275	189	181	236	823	269	487	476	369	284	54	17	109	86		
1 SAT. 6.47P						12	CBS	SC	75	92	B	7.5	19	625	1490	431	115	509	170	265	210	189	207	837	276	489	447	445	334	85	85	106	75
2 SAT. 4.53P						7																											
NEW FAT ALBERT SHOW						4	163	136	A	4.1	15	342	1518	281	167	325	179	246	185	120	58	387	117	264	226	214	123	84	84	72	102	102	
SAT. 12.30P						30	CBS	CA	89	73	B	4.4	16	367	1531	225	127	298	162	194	112	90	87	371	185	268	197	160	103	157	68	705	324
NFL TODAY SPECIAL EDITION(S)						177			A	3.9	16	325	1077	182	145	286	138	138	138	108	148	603	277	333	209	213	270	LT	LT	188	107		
1 SUN. 12.30P						30	CBS	SC	93																								
NFL TODAY SPECIAL EDITION(S)						171			A	5.7	20	475	1131	420	152	455	143	143	204	196	251	566	399	399	284	104	167	110	LT	LT	LT	LT	
2 SUN. 12.30P						30	CBS	SC	92																								
PAC-MAN/RASCALS/RICHIE-1						3	195	195	A	6.1	34	508	1632	127	47	170	98	129	94	72	33	95	54	95	84	41	LT	268	67	1099	798		
SAT. 8.30A						30	ABC	CA	99	99	B	6.5	35	541	1699	107	29	132	83	102	82	49	25	83	52	78	71	31	LT	336	145	1148	822
PAC-MAN/RASCALS/RICHIE-2						3	195	196	A	7.8	35	650	1863	142	53	177	106	145	112	71	26	147	80	136	111	67	LT	317	114	1222	901		
SAT. 9.00A						30	ABC	CA	99	99	B	8.2	37	683	1726	127	33	148	102	126	105	46	19	109	62	102	88	47	LT	329	123	1140	807
PAC-MAN/RASCALS/RICHIE-3						3	195	196	A	8.7	37	725	1851	147	69	187	109	159	115	78	22	121	60	115	100	61	LT	300	91	1243	877		
SAT. 9.30A						30	ABC	CA	99	99	B	9.0	38	750	1764	136	44	166	104	145	111	62	18	90	46	86	76	44	LT	334	129	1174	822
PANDAMONIUM						4	185	173	A	4.0	16	333	1913	397	209	407	168	260	222	211	116	342	172	226	140	123	101	133	60	1031	615		
SAT. 11.00A						30	CBS	CA	93	91	B	4.6	18	383	1646	308	171	332	143	225	207	152	82	279	151	207	107	107	61	199	96	836	480
POPEYE/OLIVE SHOW(B)						141			A	3.0	10	250	1268	232	124	232	LT	128	176	232	56	351	147	228	228	125	123	292	64	393	280		
2 SAT. 12.00N						30	CBS	CA	89																								
POPEYE/OLIVE COMEDY SHOW						3	168		A	4.1	17	342	1626	365	193	441	239	363	205	156	78	164	50	94	44	44	70	111	111	910	331		
1 SAT. 12.00N						30	CBS	CA	88		B	4.0	15	333	1671	313	173	393	239	281	140	122	77	251	132	176	109	86	75	202	82	825	349
RAZZMATAZZ(S)						115			A	3.3	13	275	1625	534	229	556	262	304	303	203	214	421	39	301	301	320	120	LT	LT	648	396		
1 SAT. 1.30P						30	CBS	CL	63																								

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1982 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																			
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
										WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)							
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	KEY	HOUSEHOLD AUDIENCE	AVG AUD %	AVG SHAR %	AVG AUD 10,000	TOTAL PERSONS (2+)	LADY WORK OF ING. HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL M.	
WEEKEND DAYTIME CONT'D																													
SCHOOLHOUSE ROCK-8.25AM						3	174 173	A	4.0 29 113	1480	93	68	149	56	84	58	93	53		87	34	87	87	53	LT	241	42	1003	735
SAT. 8.25A	4	ABC CN	93	92	B	4.2 10 150	1600	111	67	149	80	96	78	69	45					89	21	77	77	68	LT	266	26	1096	793
SCHOOLHOUSE ROCK-10.56AM						3	185 166	A	6.1 29 525	2251	372	204	435	210	268	168	148	129		319	202	249	178	110	47	320	124	1177	702
SAT. 10.56A	3	ABC CN	96	83	B	6.2 24 546	2156	278	208	368	189	226	184	127	92					248	160	201	129	84	32	376	223	1164	720
SCHOOLHOUSE ROCK-11.54AM						3	188 171	A	5.8 29 483	2023	358	174	386	162	285	174	162	101		261	117	200	145	128	51	347	213	1029	584
SAT. 11.54A	5	ABC CN	94	85	B	6.1 23 508	1783	249	153	299	135	214	143	123	85					221	112	184	148	99	32	345	236	918	506
SCHOOLHOUSE ROCK-10.26AM						4	86 88	A	2.6 12 217	1000	332	LT	429	323	323	249	83	46		221	97	166	69	124	55	105	36	245	245
SUN. 10.26A	3	ABC CN	67	69	B	2.3 10 192	1380	318	68	414	320	335	217	80	44					265	151	191	82	99	74	221	89	480	433
SCOOBY & SCRAPPY/PUPPY-1						3	186 189	A	6.3 25 525	1867	337	193	388	192	278	152	122	104		254	144	200	108	84	47	210	135	1015	634
SAT. 11.00A	30	ABC CA	94	95	B	6.6 26 550	1676	270	166	332	186	241	160	97	87					209	129	175	119	65	28	269	190	866	492
SCOOBY & SCRAPPY/PUPPY 2						3	188 171	A	6.4 24 533	2092	359	186	404	184	309	173	159	95		259	140	207	145	105	41	312	191	1117	638
SAT. 11.30A	30	ABC CA	94	85	B	6.7 25 558	1823	268	162	325	165	243	157	122	82					213	124	180	140	80	26	323	217	962	528
SHIRT TALES						4	197 200	A	4.1 23 342	1500	163	53	163	163	163	28	LT	LT		73	46	73	61	27	LT	313	20	951	465
SAT. 8.30A	30	NBC CA	96	97	B	4.8 26 400	1533	181	56	204	152	162	63	32	42					139	81	109	60	28	30	298	82	892	531
SMURFS I						4	207 207	A	6.0 27 500	1572	245	118	261	176	230	112	85	17		129	75	108	92	54	10	272	82	908	394
SAT. 9.00A	30	NBC CA	99	99	B	6.8 31 566	1591	232	98	254	181	219	92	59	30					108	60	82	65	38	15	274	109	957	525
SMURFS II						4	208 208	A	6.8 29 566	1629	271	137	288	176	259	132	112	11		138	83	110	88	55	23	301	113	902	402
SAT. 9.30A	30	NBC CA	99	99	B	7.9 34 658	1601	253	112	271	186	231	98	74	32					99	62	111	62	17	9	202	90	999	417
SMURFS III						4	208 210	A	7.7 32 641	1685	222	100	236	180	227	74	56	9		155	83	115	91	72	40	998	149	110	161
SAT. 10.00A	30	NBC CA	99	99	B	8.3 34 691	1726	247	95	271	181	233	100	75	38					143	90	114	96	53	19	361	147	951	411
SPEED BUGGY						4	174 172	A	2.1 17 175	1371	275	241	275	LT	212	212	229	63		103	58	87	87	45	LT	61	LT	932	697
SAT. 8.00A	30	CBS CA	86	85	B	2.2 17 183	1469	181	123	181	LT	135	145	160	36					182	91	174	174	91	LT	213	27	893	597
SPORTSBEAT						1	124	A	5.1 15 425	1555	564	202	564	45	326	348	359	216		765	209	420	326	441	308	150	52	76	40
2 SUN. 3.30P	30	ABC SC		78	B	5.1 15 425	1555	564	202	564	45	326	348	359	216					765	209	420	326	441	308	150	52	76	40
SUNDAY MORNING						2	162 163	A	4.4 23 367	1245	496	109	501	81	147	174	216	303		656	259	420	457	245	193	LT	LT	88	31
SUN. 9.00A	90	CBS N	93	94	B	4.4 23 367	1245	496	109	501	81	147	174	216	303					656	259	420	457	245	193	LT	LT	88	31
9.00 - 9.30						A	3.8 23 317	1177	419	83	423	LT	76	85	198	328				682	243	419	473	262	209	LT	LT	72	31
9.30 - 10.00						A	4.7 24 392	1293	507	131	510	69	140	189	231	314				671	278	423	452	237	204	LT	LT	112	49
10.00 - 10.30						A	4.8 22 400	1250	533	107	550	153	210	222	207	270				620	253	413	450	237	170	LT	LT	80	15
SUPERFRIENDS						3	174 174	A	3.3 26 275	1455	95	55	153	58	80	47	95	58		73	22	73	73	51	LT	233	47	996	724
SAT. 8.00A	30	ABC CA	93	93	B	3.2 26 267	1529	122	58	162	87	103	80	75	50					79	LT	66	66	64	LT	233	31	1055	747
SYLVESTER DAFFY SHOW-1						4	178 170	A	2.9 16 242	1463	251	136	260	61	136	120	134	99		186	127	165	86	59	21	108	62	909	500
SAT. 8.30A	30	CBS CA	90	83	B	3.0 16 250	1426	216	132	244	63	146	150	150	74					183	151	170	101	32	LT	160	50	839	452
SYLVESTER DAFFY SHOW-2						4	178 169	A	3.5 16 292	1394	298	162	305	154	223	164	130	52		199	85	106	85	77	76	51	51	839	436
SAT. 9.00A	30	CBS CA	90	83	B	3.8 17 317	1453	254	142	290	131	189	178	140	70					242	173	182	109	51	51	146	51	775	395
THIS WEEK-DAVID BRINKLEY						2	183 187	A	4.1 16 342	1404	568	97	585	79	242	274	322	273		733	228	389	310	337	309	47	LT	39	15
SUN. 11.30A	60	ABC N	98	95	B	4.1 16 342	1404	568	97	585	79	242	274	322	273					733	228	389	310	337	309	47	LT	39	15
11.30 - 12.00						A	4.0 17 333	1495	627	111	648	117	294	316	345	266				756	282	427	289	307	284	66	LT	25	LT
12.00 - 12.30						A	4.1 16 342	1319	518	90	518	35	186	231	298	279				725	184	360	331	366	342	29	LT	47	21

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PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	AUDIENCE COMPOSITION																					
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	Avg. AUD. %	SHARE %	Avg. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.	CHILDREN (7-11) TOTAL & U							
															WOMEN					MEN													
															TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+							
WEEKEND DAYTIME CONT'D																																	
JSA-WORLD-AMATUR BOXING 2 184															A	4	1	4	408	1170	334^	86v	361^137v	181^132v	106v155^	872	320^	482^419^	329^357^	85v	85v	52v	36v
1 SAT. 4.13P 47 ABC SE 97															B	5	1	4	417	1420	348	62	362 108	213 218	182 109	777	318	483 401	297 278	138	83	143	132
4.30 - 5.00															A	5	1	4	417	1453	353^	84v	384^134v	170^144v	106v177^	930	350^	532^446^	355^373^	93v	93v	46v	39v

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. SEPT 27, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{		18,660 22.4		23,240 27.9									
	ABC TV		{		13,490		13,080									
	AVERAGE AUDIENCE (Households (000) & %)		{		16.2		15.1*		15.7		15.1*		15.7*		15.8*	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.		{		24		23 *		26		22 *		24 *		25 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{		18,660 22.4		17,240 20.7		29,160 35.0							
	CBS TV		{		15,580		15,080		19,830							
	AVERAGE AUDIENCE (Households (000) & %)		{		18.7		18.1		23.8		24.2*		23.9*		24.1*	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.		{		29		27		37		35 *		36 *		38 *	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)		{		19,660 23.6		18,160 21.8									
	NBC TV		{		15,990		11,160									
	AVERAGE AUDIENCE (Households (000) & %)		{		19.2		18.0*		13.4		14.8*		13.6*		12.7*	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.		{		29		28 *		21		21 *		20 *		20 *	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)		{		17,910 21.5		23,820 28.6									
	ABC TV		{		12,740		15,990									
	AVERAGE AUDIENCE (Households (000) & %)		{		15.3		14.4*		19.2		17.5*		19.2*		20.0*	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.		{		24		23 *		30		27 *		30 *		31 *	
W E E K 5	TOTAL AUDIENCE (Households (000) & %)		{		14,990 18.0		15,330 18.4		24,990 30.0							
	CBS TV		{		12,740		13,410		16,410							
	AVERAGE AUDIENCE (Households (000) & %)		{		15.3		16.1		19.7		19.3*		20.4*		20.8*	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.		{		25		25		31		30 *		31 *		32 *	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)		{		18,660 22.4		16,910 20.3									
	NBC TV		{		14,830		10,410									
	AVERAGE AUDIENCE (Households (000) & %)		{		17.8		17.5*		12.5		12.0*		12.1*		12.8*	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.		{		28		28 *		19		19 *		19 *		20 *	

TV HOUSEHOLDS USING TV	WK	WK	59.7	61.5	63.4	65.9	67.4	68.7	69.5	69.0	67.8	65.5	63.7	62.5	61.0	...
(See Def. 1)	WK	WK	57.2	59.1	61.0	63.4	64.3	65.0	64.3	64.6	64.7	65.4	65.4	64.8	63.1	...

U.S. TV Households 83,300,000

For explanation of symbols See page A

EVE. MON. OCT. 4, 1987



## NIELSEN NATIONAL TV AUDIENCE ESTIMATES

EVE TUE. SEPT. 28, 1987

NATIONAL																	
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					9,580	20,160		22,660		21,240		20,180				
	ABC TV					REAGAN NEWS CONF. - ABC (7:00-7:30PM) (SUS)		HAPPY DAYS (8:00-8:40PM) (-OP)		LAVERNE & SHIRLEY (8:40-9:00PM) (OP)(-OP)		THREE'S COMPANY (9:10-9:40PM) (OP)(-OP)		9 TO 5 (9:40-10:10PM) (OP)(-OP)		HAR. 10 HART (10:10-11:00PM) (-OP)	
	AVERAGE AUDIENCE (Households (000) & %)					11,410		17,830		20,160		18,660		15,990			
	SHARE OF AUDIENCE %					21.4		33		24.2		22.4		19.2		19.6*	
W E E K 2	AVG. AUD. BY 1/4 HR. %					17.7		19.2		20.1		20.7		23.0		24.1	
	TOTAL AUDIENCE (Households (000) & %)					16,140		22,740									
	CBS TV					REAGAN NEWS CONF. - CBS (7:30-8:00PM) (SUS)		BRING 'EM BACK ALIVE (8:00-9:00PM) (-OP)				CBS TUESDAY NIGHT MOVIES THE SHADOW RIDERS (9:00-11:00PM) (OP)(-OP)					
	AVERAGE AUDIENCE (Households (000) & %)					10,750		15,910									
W E E K 3	SHARE OF AUDIENCE %					12.9		11.9*		12.8*		19.1		18.4*		18.9*	
	AVG. AUD. BY 1/4 HR. %					20		19*		20*		30		27*		28*	
	TOTAL AUDIENCE (Households (000) & %)					11.9		11.9		12.2		13.3		17.9		18.5	
	AVG. AUD. BY 1/4 HR. %					18.3		15,240		18,240							
W E E K 4	NBC TV					REAGAN NEWS CONF. - NBC (7:30-8:00PM) (SUS)		FATHER MURPHY (8:00-9:00PM) (-OP)				NBC TUESDAY MOVIE SEEMS LIKE OLD TIMES (9:00-11:00PM) (OP)(-OP)					
	AVERAGE AUDIENCE (Households (000) & %)					11,160		10,830									
	SHARE OF AUDIENCE %					13.4		12.1*		13.9*		13.0		12.2*		13.4*	
	AVG. AUD. BY 1/4 HR. %					21		20*		22*		20		18*		20*	
W E E K 5	TOTAL AUDIENCE (Households (000) & %)					11.9		12.3		13.2		14.6		12.1		12.2	
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					15,080		30,400									
	SHARE OF AUDIENCE %					18.1		36.5									
W E E K 6	AVG. AUD. BY 1/4 HR. %					(1)		(-OP)									
	TOTAL AUDIENCE (Households (000) & %)					13,830		17,160									
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					16.6		20.6		19.0*		21.4*		22.0*		21.8*	
W E E K 7	SHARE OF AUDIENCE %					30		33		31*		33*		34*		34*	
	AVG. AUD. BY 1/4 HR. %					16.6		17.4		18.5		19.5		21.2		21.6	
	TOTAL AUDIENCE (Households (000) & %)					17,910		26,490									
	ABC TV																
W E E K 8	AVERAGE AUDIENCE (Households (000) & %)					21.5		31.8									
	SHARE OF AUDIENCE %																
	AVG. AUD. BY 1/4 HR. %																
	TOTAL AUDIENCE (Households (000) & %)																
W E E K 9	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY 1/4 HR. %																
W E E K 10	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
W E E K 11	AVG. AUD. BY 1/4 HR. %																
	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
W E E K 12	SHARE OF AUDIENCE %																
	AVG. AUD. BY 1/4 HR. %																
	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
W E E K 13	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY 1/4 HR. %																
	TOTAL AUDIENCE (Households (000) & %)																
W E E K 14	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																

TV HOUSEHOLDS USING TV	WK. 1	WK. 2	WK. 3	WK. 4	WK. 5	WK. 6	WK. 7	WK. 8	WK. 9	WK. 10	WK. 11	WK. 12	WK. 13	WK. 14	WK. 15	WK. 16	WK. 17	WK. 18	WK. 19	WK. 20
(See Def. 1)	56.9	58.3	60.2	62.7	63.9	65.2	66.6	67.3	67.1	66.4	64.2	61.9	60.1	57.1	54.1	51.1	48.1	45.1	42.1	39.1
	56.5	57.7	59.2	60.4	62.3	63.9	64.9	65.3	64.5	64.5	64.1	62.2	60.0	57.1	54.1	51.1	48.1	45.1	42.1	39.1

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. SEPT.29, 1982

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

18,990  
27.8

GOLD MONKEY

25,160  
30.2ABC MOVIE SPECIAL  
MONEY ON THE SIDE  
(OP)

13,660

16.4

15.5\*

17.4\*

21.0

19.5\*

21.5\*

21.7\*

21.2\*

10.4

26

26\*

27\*

33

30\*

32\*

34\*

35\*

15.2

15.8

16.7

18.1

19.1

19.9

21.4

21.7

22.0

21.5

21.5

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

16,490  
19.8SEVEN BRIDES/SEVEN BROS.  
(OP)19,740  
23.7CBS SPEC. MOVIE PRES.-WED  
LIFE OF THE PARTY.  
THE STORY OF BEATRICE

12,000

14.4

13.2\*

15.7\*

15.3\*

16.0\*

16.3\*

15.1\*

23

22\*

24\*

25

23\*

24\*

26\*

26\*

25\*

12.7

13.7

15.3

16.0

15.4

15.2

15.9

16.1

16.2

16.4

15.3

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

19,830  
23.8REAL PEOPLE  
(OP)18,410  
22.1

FACTS OF LIFE

FAMILY TIES  
(SUS-OP)

QUINCY, M.E.

14,990

18.0

17.2\*

18.8\*

19.0

17.2

14.5

14.5\*

14.5\*

29

29\*

29\*

29

26

23

23\*

23\*

23\*

24\*

16.7

17.8

18.7

18.8

18.6

19.5

17.5

16.9

14.4

14.6

14.6

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

13,580 26,910  
16.3 32.3

(1)

(-OP)

AMER. LEAGUE CHAMP-GM 2  
MILWAUKEE VS CAL. FORNIA  
(8:17-8:42PM)  
(CP)

12,910

15.5

19.4

17.5\*

19.9\*

20.5\*

21.3\*

21.5\*

19.1

27

31

28\*

31\*

31\*

31\*

34\*

34\*

34\*

15.4

16.3

17.2

17.9

19.6

20.1

20.2

20.9

21.2

21.5

19.1

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

17,080  
20.5SEVEN BRIDES/SEVEN BROS.  
(OP)14,240  
17.1

ALICE

FILTHY RICH

TUCKER'S WITCH

12,990

15.6

15.1\*

16.1\*

15.3

16.5

16.4\*

16.4\*

16.4\*

25

25\*

25\*

23

25

25

25

27\*

27\*

27\*

30\*

14.3

15.8

16.2

16.0

14.9

15.6

16.2

16.7

16.5

16.3

16.4

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

18,910  
22.7REAL PEOPLE  
(OP)18,660  
22.4

FACTS OF LIFE

FAMILY TIES  
(OP)

QUINCY, M.E.

13,830

16.8

16.1\*

17.0\*

19.5

18.1

15.2

14.6\*

15.7\*

26

26\*

27\*

30

28

28

27

24\*

24\*

24\*

29\*

15.8

16.5

16.7

17.3

19.0

20.1

18.1

18.1

14.3

15.0

15.5

TV HOUSEHOLDS USING TV WK 1  
(See Def 1)

WK 2

57.7

58.0

57.6

58.5

61.4

63.9

64.9

65.3

66.2

66.5

66.5

66.5

66.5

66.5

66.5

66.5

66.5

66.5

66.5

66.5

66.5

66.5

66.5

66.5

66.5

66.5

66.5

U.S. TV Households: 83,300,000  
(1) AMER. LEAGUE CHAMP-PRE 2.ABC, (8:00-8:17PM)(S)

For explanation of symbols, See page A

EVE.WED. OCT.6, 1982

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE THU. SEPT 30, 1982

		Nielsen NATIONAL TV AUDIENCE ESTIMATES																
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W	TOTAL AUDIENCE (Households (000) & %)	13,410 16.1 JOANIE LOVES CHACHI																
	ABC TV	12,830 15.4 STAR OF THE FAMILY																
	AVERAGE AUDIENCE (Households (000) & %)	21,240 25.5 TOO CLOSE FOR COMFORT (OP)																
	SHARE OF AUDIENCE %	19,240 23.1 20/20																
	AVG. AUD. BY ¼ HR. %																	
E	TOTAL AUDIENCE (Households (000) & %)	27,990 33.6 MAGNUM, P.I. (OP)																
	CBS TV	16,410 19.7 KNOTS LANDING																
	AVERAGE AUDIENCE (Households (000) & %)	19,240 23.1 37 20.6																
	SHARE OF AUDIENCE %	21.4* 36* 22.2																
	AVG. AUD. BY ¼ HR. %	22.8* 37* 22.9																
E	TOTAL AUDIENCE (Households (000) & %)	9,250 11.1 CHEERS																
	NBC TV	9,910 11.9 TAXI (OP)																
	AVERAGE AUDIENCE (Households (000) & %)	18,160 21.8 HILL STREET BLUES																
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
K	TOTAL AUDIENCE (Households (000) & %)	10,660 12.8 21 12.6																
	ABC TV	12.4* 21* 12.7																
	AVERAGE AUDIENCE (Households (000) & %)	13.1* 21* 13.2																
	SHARE OF AUDIENCE %	8,080 9.7 15 9.7																
	AVG. AUD. BY ¼ HR. %	9.6 10.2 11.6																
1	TOTAL AUDIENCE (Households (000) & %)	15,160 18.2 31 17.9																
	ABC TV	18.2* 29* 18.5																
	AVERAGE AUDIENCE (Households (000) & %)	18.3* 32* 17.8																
	SHARE OF AUDIENCE %	NAT'L LEAGUE CHAMP-GM 1 ST. LOUIS VS ATLANTA (8:17-11:12PM)(OP)(-OP) (SUSPENDING 11:12-11:17PM)																
	AVG. AUD. BY ¼ HR. %																	
W	TOTAL AUDIENCE (Households (000) & %)	12,990 15.6 34.6 (1) (-OP)																
	ABC TV	12,000 14.4 25 14.3																
	AVERAGE AUDIENCE (Households (000) & %)	16,660 20.0 31 16.0																
	SHARE OF AUDIENCE %	17.3* 28* 17.9																
	AVG. AUD. BY ¼ HR. %	20.2* 31* 20.6																
E	TOTAL AUDIENCE (Households (000) & %)	24,070 28.9 MAGNUM, P.I. (OP)																
	CBS TV	24,910 29.9 SIMON & SIMON																
	AVERAGE AUDIENCE (Households (000) & %)	18,330 22.0 KNOTS LANDING																
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
E	TOTAL AUDIENCE (Households (000) & %)	18,990 22.8 36 20.0																
	ABC TV	21.3* 34* 22.6																
	AVERAGE AUDIENCE (Households (000) & %)	24.3* 37* 24.7																
	SHARE OF AUDIENCE %	24.7* 36* 24.6																
	AVG. AUD. BY ¼ HR. %	24.9* 36* 24.6																
K	TOTAL AUDIENCE (Households (000) & %)	13,990 16.8 27 17.1																
	ABC TV	16.8* 26* 16.6																
	AVERAGE AUDIENCE (Households (000) & %)	16.8* 28* 16.7																
	SHARE OF AUDIENCE %	22.0* 34* 22.4																
	AVG. AUD. BY ¼ HR. %	20.1 20.1 20.1																
2	TOTAL AUDIENCE (Households (000) & %)	15,740 18.9 FAME (OP)																
	NBC TV	13,990 16.8 CHEERS																
	AVERAGE AUDIENCE (Households (000) & %)	14,660 17.8 TAXI (SUS-OP)																
	SHARE OF AUDIENCE %	19,990 24.0 HILL STREET BLUES																
	AVG. AUD. BY ¼ HR. %																	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	52.9	53.0	55.9	58.2	59.6	59.7	60.9	62.1	63.8	65.7	66.4	66.2	62.6	61.2	58.6	55.4
		WK. 2	53.0	53.1	56.2	58.9	61.3	63.1	64.9	66.7	67.3	68.8	68.5	68.2	65.0	63.9	62.5	59.4

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. FRI. OCT. 1, 1982

WEEK 1

WEEK 2

WEEK 3

WEEK 4

WEEK 5

WEEK 6

WEEK 7

WEEK 8

WEEK 9

WEEK 10

WEEK 11

WEEK 12

WEEK 13

WEEK 14

WEEK 15

WEEK 16

WEEK 17

WEEK 18

WEEK 19

WEEK 20

WEEK 21

WEEK 22

WEEK 23

WEEK 24

WEEK 25

WEEK 26

WEEK 27

WEEK 28

WEEK 29

WEEK 30

WEEK 31

WEEK 32

WEEK 33

WEEK 34

WEEK 35

WEEK 36

WEEK 37

WEEK 38

WEEK 39

WEEK 40

WEEK 41

WEEK 42

WEEK 43

WEEK 44

WEEK 45

WEEK 46

WEEK 47

WEEK 48

WEEK 49

WEEK 50

WEEK 51

WEEK 52

WEEK 53

WEEK 54

WEEK 55

WEEK 56

WEEK 57

WEEK 58

WEEK 59

WEEK 60

WEEK 61

WEEK 62

WEEK 63

WEEK 64

WEEK 65

WEEK 66

WEEK 67

WEEK 68

WEEK 69

WEEK 70

WEEK 71

WEEK 72

WEEK 73

WEEK 74

WEEK 75

WEEK 76

WEEK 77

WEEK 78

WEEK 79

WEEK 80

WEEK 81

WEEK 82

WEEK 83

WEEK 84

WEEK 85

WEEK 86

WEEK 87

WEEK 88

WEEK 89

WEEK 90

WEEK 91

WEEK 92

WEEK 93

WEEK 94

WEEK 95

WEEK 96

WEEK 97

WEEK 98

WEEK 99

WEEK 100

TIME

7:00

7:15

7:30

7:45

8:00

8:15

8:30

8:45

9:00

9:15

9:30

9:45

10:00

10:15

10:30

10:45

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE  
%

AVG. AUD. BY ¼ HR. %

12,000  
14.4

7,830  
9.4

17

9.1

12,000  
14.4

9.2\*

17 \*

9.3

9.7

9.6

16,490  
19.8

9,080  
10.9

19

9.5

9.3\*

16 \*

9.2

8.4

8.9\*

15 \*

9.4

12.2

12.4\*

22 \*

12.6

12.8

12.8

13.0

19,160  
23.0

13,910  
16.7

30

15.0

19,160  
23.0

15.8\*

29 \*

16.5

16.7

18.6

23,160  
27.8

18,740  
22.5

38

20.4

21.3\*

36 \*

22.2

23.6

23.8\*

40 \*

24.0

19.4

19.5\*

34 \*

19.5

19.3

19.1\*

35 \*

18.8

13,410  
16.1

9,750  
11.7

21

11.6

13,410  
16.1

11.7\*

22 \*

11.8

11.4

12.2

15,830  
19.0

12,830  
15.4

26

14.3

14.9\*

25 \*

15.5

15.8

15.9\*

26 \*

16.0

13.2

12.9\*

23 \*

12.7

12.1

12.1\*

22 \*

12.0

13,740  
16.5

9,410  
11.3

22

12.0

13,740  
16.5

9,500  
11.4

8,160  
9.8

18

10.8

9.5

9.9

8,830  
10.6

5,160  
6.2

11

6.8

6.1\*

11 \*

5.4

5.9

6.3\*

11 \*

6.6

7,910  
9.5

17

8.7

9.0\*

16 \*

9.3

9.8

10.0\*

17 \*

10.1

19,990  
24.0

14,490  
17.4

32

15.4

19,990  
24.0

16.1\*

29 \*

16.9

18.1

19.0

22,990  
27.8

19,240  
23.1

40

21.1

22.0\*

38 \*

22.8

23.8

24.2\*

41 \*

24.6

20.7

20.4\*

37 \*

20.2

20.3

20.2\*

37 \*

20.2

14,080  
18.9

10,830  
13.0

24

12.5

14,080  
18.9

16,830  
20.2

14,330  
17.2

30

16.0

16.5\*

29 \*

17.0

18.0

17.8\*

30 \*

17

16.0

15.7\*

28 \*

15.5

15.3

14.3\*

27 \*

14.5

TV HOUSEHOLDS USING TV  
(See Def. 1)

WK. 1

WK. 2

WK. 3

WK. 4

WK. 5

WK. 6

WK. 7

WK. 8

WK. 9

WK. 10

WK. 11

WK. 12

WK. 13

WK. 14

WK. 15

WK. 16

WK. 17

WK. 18

WK. 19

WK. 20

WK. 21

WK. 22

WK. 23

WK. 24

WK. 25

WK. 26

WK. 27

WK. 28

WK. 29

WK. 30

WK. 31

WK. 32

WK. 33

WK. 34

WK. 35

WK. 36

WK. 37

WK. 38

WK. 39

WK. 40

WK. 41

WK. 42

WK. 43

WK. 44

WK. 45

WK. 46

WK. 47

WK. 48

WK. 49

WK. 50

WK. 51

WK. 52

WK. 53

WK. 54

WK. 55

WK. 56

WK. 57

WK. 58

WK. 59

WK. 60

WK. 61

WK. 62

WK. 63

WK. 64

WK. 65

WK. 66

WK. 67

WK. 68

WK. 69

WK. 70

WK. 71

WK. 72

WK. 73

WK. 74

WK. 75

WK. 76

WK. 77

WK. 78

WK. 79

WK. 80

WK. 81

WK. 82

WK. 83

WK. 84

WK. 85

WK. 86

WK. 87

WK. 88

WK. 89

WK. 90

WK. 91

WK. 92

WK. 93

WK. 94

WK. 95

WK. 96

WK. 97

WK. 98

WK. 99

WK. 100

TV HOUSEHOLDS USING TV WK. 1	WK. 2	4	50.6	51.7	53.2	55.3	56.0	57.6	58.7	59.9	60.0	58.2	57.3	57.2	55.6	55.1
(See Def. 1)		0	52.3	52.7	54.5	54.7	55.1	55.8	56.5	57.8	58.3	58.8	56.4	57.2	55.1	55.1

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE. FRI. OCT. 8, 1982

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SAT. OCT. 2, 1982

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45				
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	14,740 17.7				25,660 30.8															
	ABC TV	T.J. HOOKER (OP)				LOVE BOAT (OP)															
	AVERAGE AUDIENCE (Households (000) & %)	11,330 13.8	12.6*			14.6*		18,080 21.7	19.3*		21.3*		23.1*		23.0*						
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	26 12.1	25 *	13.0	14.1	27 *	15.1	39 18.9	34 *	21.0	37 *	21.6	22.8	41 *	23.4	23.6	22.3				
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	13,410 16.1				17,080 20.5															
	CBS TV	WALT DISNEY THE APPLE DUMPLING GANG RIDES AGAIN, PART 2 (OP)				CBS SAT. NIGHT MOVIE NOT JUST ANOTHER AFFAIR															
	AVERAGE AUDIENCE (Households (000) & %)	9,750 11.7	11.2*			12.3*		10,750 12.9	11.8*		12.3*		13.7*		13.7*						
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	22 11.2	22 *	11.3	12.3	22 *	12.2	23 12.1	21 *	11.6	22 *	12.0	13.6	24 *	13.9	13.8	13.6				
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	13,660 16.4				12,830 15.4				11,410 13.7				10,330 12.4				9,580 11.5			
	NBC TV	NBC MAJOR LEAGUE BASEBALL VARIOUS TEAMS AND TIMES- (2:15-7:22PM)(SUS-OP)				DIFF'RENT STROKES-SAT.				SILVER SPOONS (OP)				GIMME A BREAK LOVE, SIDNEY (OP)				DEVLIN CONNECTION			
	AVERAGE AUDIENCE (Households (000) & %)		7.4*			11,750 14.1	11,410 13.7	10,160 12.2	8,830 10.6	6,910 8.3	8.3*		8.3*		8.3*						
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %		17 *			27 13.4	25 14.7	21 12.4	19 10.9	15 8.3	15 *	8.4	15 *	8.1	15 *	8.5					
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	10,580 12.7				25,660 30.8															
	ABC TV	(1)				(2)				NAT'L. LEAGUE CHAMP GM 2 ST. LOUIS VS ATLANTA (8:15-11:15PM) (OP)											
	AVERAGE AUDIENCE (Households (000) & %)																				
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %																				
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	17,740 21.3				21,070 25.3															
	CBS TV	WALT DISNEY FREAKY FRIDAY, PART 1 (OP)				G.E. THEATRE TWO OF A KIND															
	AVERAGE AUDIENCE (Households (000) & %)	12,910 15.5	15.6*			15.5*		13,240 15.9	14.2*		14.9*		16.8*		17.5*						
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	26 15.8	27 *	15.4	15.6	26 *	15.5	27 14.3	24 *	14.1	25 *	14.9	16.6	29 *	17.0	17.2	17.7				
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	14,330 17.2				15,080 18.1				15,580 18.7				15,240 18.3				12,910 15.5			
	NBC TV	DIFF'RENT STROKES-SAT.				SILVER SPOONS (OP)				GIMME A BREAK				LOVE, SIDNEY (SUS-OP)				DEVLIN CONNECTION			
	AVERAGE AUDIENCE (Households (000) & %)	11,830 14.2		13,080 15.7		13,660 16.4		13,740 16.5		9,750 11.7	12.0*		11.3*								
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	25 12.7		27 15.8		28 15.2		28 16.1		20 12.0	21 *		20 *								
TV HOUSEHOLDS USING TV (See Def 1)		WK 1	46.9	49.1	50.1	52.6	54.2	55.4	57.1	57.0	57.1	57.0	56.2	56.3	55.2	53.6					
		WK 2	4.4	55.6	57.2	58.7	58.8	59.3	58.6	60.0	59.4	59.2	58.0	57.5	56.9	56.0					

U.S. TV Households: 83,300,000

(1) NCAA FOOTBALL GAME, VA

(2) VARIOUS TEAMS AND TIMES, ABC, MULTI-SEGMENT TELECAST

A-13 (2) NAT'L LEAGUE CHAMP, IN, ABC, (8:00-8:15PM)(S)

For explanation of symbols, See page A.

EVE. SAT. OCT. 9, 1982

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 5,500  
(Households (000) & %) { 6.6

## ABC TV

APC  
WEEKEND  
REPORT -  
SAT

AVERAGE AUDIENCE { 5,000  
(Households (000) & %) { 6.0  
SHARE OF AUDIENCE % 13  
AVG. AUD. BY ¼ HR. % 6.0

W

E

E

K

1

TOTAL AUDIENCE {  
(Households (000) & %) {

## CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {  
(Households (000) & %) {

## NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

8,910  
10.7

SATURDAY NIGHT

(11:30-12:52AM)  
(SUSTAINING 12:52-1:00AM)

4,830

5.8	6.5*		5.8*	4.8*
18	17*		18*	18*
6.5	6.5	6.4	5.2	4.7

TOTAL AUDIENCE {  
(Households (000) & %) {

3,920  
4.7

## ABC TV

(1)

ABC  
WEEKEND  
REPORT -  
SAT

AVERAGE AUDIENCE {  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

3,750

4.5

10

21.7 4.5

W

E

E

K

2

TOTAL AUDIENCE {  
(Households (000) & %) {

## CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {  
(Households (000) & %) {

11,830  
14.2

## NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

6,410

7.7	8.3*		7.9*	6.6*
23	21*		25*	24*
8.3	8.2	8.4	7.5	6.8

SATURDAY NIGHT

(11:30-12:51AM)  
(SUSTAINING 12:51-1:00AM)

TV HOUSEHOLDS USING TV	WK 1	47.9	44.5	38.5	36.3	33.9	30.8	27.7	26.0	23.6	20.1	16.2	14.6	13.0	11.4	9.6	8.9
(See Def. 1)	WK 2	51.5	48.5	42.0	37.1	33.6	30.6	28.1	26.1	22.9	20.5	17.6	15.5	13.8	13.1	12.0	10.5

U.S. TV Households 83,300,000

(1) NAT'L LEAGUE CHAMP GM 2, ST. LOUIS VS ATLANTA, ABC, (8:15-11:15PM)(S)

For explanation of symbols, See page A

EVE. SAT. OCT. 9, 1982



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SUN. OCT. 3, 1982

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K I	TOTAL AUDIENCE (Households (000) & %)	{ 13,160 15.8				{ 19,740 23.7				{ 23,070 27.7						
	ABC TV	RIPLEY'S BELIEVE IT NOT				MATT HOUSTON (OP)				ABC SUNDAY NIGHT MOVIE SMOKEY AND THE BANDIT II (9:00-10:53PM) (OP) (SUSSTAINING 10:53-11:05PM)						
	AVERAGE AUDIENCE (Households (000) & %)	{ 9,000 10.8				{ 16,160 19.4				{ 16,740 20.1						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 20 11.0				{ 31 17.4				{ 31 20.0						

W E E K I	TOTAL AUDIENCE (Households (000) & %)	{ 24,160 29.0				{ 19,080 18.1				{ 14,740 17.7		{ 14,990 18.0		{ 16,580 19.9		{ 14,990 18.0	
	CBS TV	60 MINUTES				ARCHIE BUNKER'S PLACE				GLORIA (OP)		JEFFERSONS		ONE DAY AT A TIME		TRAPPER JOHN, M.D.	
	AVERAGE AUDIENCE (Households (000) & %)	{ 18,990 22.8				{ 13,660 16.4				{ 13,080 15.7		{ 13,910 16.7		{ 15,160 18.2		{ 12,990 15.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 42 20.1				{ 26 16.5				{ 24 15.4		{ 25 16.3		{ 27 17.7		{ 25 15.7	

W E E K I	TOTAL AUDIENCE (Households (000) & %)	{ 9,910 11.9				{ 17,910 21.5				{ 24,660 29.6						
	NBC TV	VOYAGERS				BOB HOPE COMEDY SPECIAL (OP)				J. CARSON ANNIVERSARY SP. (SUS-OP)						
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,080 7.3				{ 13,990 16.8				{ 17,410 20.9						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 14 6.4				{ 26 14.5				{ 32 19.5						

W E E K I	TOTAL AUDIENCE (Households (000) & %)	{ 16,580 19.9				{ 30,990 37.2				{ 24,660 29.6						
	ABC TV	AMER. LEAGUE CHAMP GM 5 MILWAUKEE VS CALIFORNIA (4:22-7:49PM)				(1)				NAT'L. LEAGUE CHAMP GM 3 ST. LOUIS VS ATLANTA (OP)						
	AVERAGE AUDIENCE (Households (000) & %)	{ 27.1* 46 *				{ 16,160 19.4				{ 17,410 20.9						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 26.9 27.4				{ 32 19.4				{ 31 21.0						

W E E K I	TOTAL AUDIENCE (Households (000) & %)	{ 21,570 25.9				{ 15,490 18.8				{ 16,660 20.0		{ 19,580 23.5		{ 19,580 23.5		{ 19,330 23.2	
	CBS TV	60 MINUTES				ARCHIE BUNKER'S PLACE				GLORIA (OP)		JEFFERSONS		ONE DAY AT A TIME		TRAPPER JOHN, M.D.	
	AVERAGE AUDIENCE (Households (000) & %)	{ 15,410 18.5				{ 13,330 18.0				{ 14,580 17.5		{ 17,080 20.5		{ 17,410 20.9		{ 15,330 18.4	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 31 16.8				{ 25 15.8				{ 26 16.2		{ 30 19.5		{ 30 21.6		{ 29 19.0	

W E E K I	TOTAL AUDIENCE (Households (000) & %)	{ 12,830 15.4				{ 18,080 21.7				{ 23,910 28.7						
	NBC TV	VOYAGERS				CHIPS (OP)				NBC SUNDAY NIGHT MOVIE NATIONAL LAMPOON'S ANIMAL HOUSE(R) (OP)						
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,580 10.3				{ 14,330 17.2				{ 15,240 18.3						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 17 7.4				{ 28 15.4				{ 28 18.0						

TV HOUSEHOLDS USING TV	WK 1	52.3	55.0	58.1	60.9	63.4	64.5	64.9	66.3	67.8	67.9	67.2	63.7	62.7	61.8	59.0
(See Def. 1)	WK 2	50.8	60.9	61.8	63.5	65.2	65.9	67.1	68.2	69.4	68.9	68.7	65.1	62.7	61.2	58.2

U.S. TV Households: 83,300,000  
(1) NAT'L. LEAGUE CHAMP PRE 3,ABC,(8:00-8:15PM)(S)

For explanation of symbols, See page A.

EVE. SUN. OCT. 10, 1982

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 4,000  
(Households (000) & %) 4.8  
(1)

**ABC TV**

AVERAGE AUDIENCE { 3,750  
(Households (000) & %) 4.5  
SHARE OF AUDIENCE % 10  
AVG. AUD. BY ¼ HR. % 4.9 3.5

W

E

E

K

1

TOTAL AUDIENCE { 5,330  
(Households (000) & %) 6.4

**CBS TV**

AVERAGE AUDIENCE { 5,330  
(Households (000) & %) 6.4  
SHARE OF AUDIENCE % 14  
AVG. AUD. BY ¼ HR. % 6.4

1,830

2.2

CBS NIGHTWATCH SPECIAL  
(2:00-5:00AM)  
(-OP)

830

1.0

1.1\*

1.0\*

24

15 \*

19 \*

1.3

1.0

1.1

1.0

TOTAL AUDIENCE { 1,420  
(Households (000) & %) 1.7

**NBC TV**

AVERAGE AUDIENCE { 750  
(Households (000) & %) .9 1.0\*  
SHARE OF AUDIENCE % 3 3\*  
AVG. AUD. BY ¼ HR. % 1.3 .7 .7

NBC LATE NIGHT MOVIE  
THREE HUNDRED MILES FOR STEPHANIE(R)  
(11:30-12:41AM)  
(SUSTAINING 12:41-1:30AM)

TOTAL AUDIENCE { 3,500  
(Households (000) & %) 4.2

**ABC TV**

AVERAGE AUDIENCE { 3,420  
(Households (000) & %) 4.1  
SHARE OF AUDIENCE % 11  
AVG. AUD. BY ¼ HR. % 21.6 4.5 3.8

(2)

(3)

W

E

E

K

2

TOTAL AUDIENCE { 4,750  
(Households (000) & %) 5.7

**CBS TV**

AVERAGE AUDIENCE { 4,830  
(Households (000) & %) 5.8  
SHARE OF AUDIENCE % 12  
AVG. AUD. BY ¼ HR. % 5.8

CBS  
SUNDAY  
NEWS  
050000

TOTAL AUDIENCE { 1,830  
(Households (000) & %) 2.2

**NBC TV**

AVERAGE AUDIENCE { 1,330  
(Households (000) & %) 1.6 1.7\*  
SHARE OF AUDIENCE % 5 5\*  
AVG. AUD. BY ¼ HR. % 1.7 1.7 1.5

NBC LATE NIGHT MOVIE  
EARTHBOUND  
(11:30-12:15AM)  
(SUSTAINING 12:15-1:30AM)

TV HOUSEHOLDS USING TV	WK 1	48.3	40.3	32.3	27.1	23.7	21.4	18.6	16.7	14.5	12.6	11.4	9.6	7.7	6.4	5.6	4.9
(See Def. 1)	WK 2	49.8	42.8	35.9	30.8	25.5	22.6	19.7	17.8	16.0	14.0	12.3	11.1	9.1	8.3	7.4	6.2

U.S. TV Households: 83,300,000

(1) ABC WEEKEND REPORT SUN., ABC, (11:05-11:20PM)

A-19 (3) ABC WEEKEND REPORT SUN., ABC, (11:24-11:39PM)

(2) NAT'L. LEAGUE CHAMP GM 3, ABC, (8:15-11:05PM)(S)

For explanation of symbols. See page A

EVE. SUN. OCT. 10, 1982

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30
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TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY 1/4 HR. %

5,580 6.7	5,750 6.9
GOOD MORNING, AMERICA-730 (CO-OP)	GOOD MORNING, AMERICA-830 (PARTICIPATING)
4,250 5.1	4,750 5.7
29 5.1	30 5.8
5.1	5.7

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY 1/4 HR. %

3,080 3.7	3,170 3.8	3,250 3.9	2,920 3.5
CBS MORNING NEWS 1	CBS MORNING NEWS 2	\$25,000 PYRAMID	CHILD'S PLAY
2,500 3.0	2,420 2.9	2,670 3.2	2,580 3.1
17 3.0	16 2.8	17 3.0	17 3.3
3.1	3.0	3.0	3.1

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY 1/4 HR. %

3,830 4.6	4,250 5.1	2,750 3.3	4,250 5.1
TODAY SHOW-7:30AM (CO-OP)	TODAY SHOW-8:30AM (CO-OP)	DIFF'RENT STROKES M-F	WHEEL OF FORTUNE
3,080 3.7	3,580 4.3	2,250 2.7	3,580 4.3
21 3.5	23 4.2	15 2.4	23 4.2
3.8	4.4	3.0	4.4

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY 1/4 HR. %

5,580 6.7	5,160 6.2
GOOD MORNING, AMERICA-730 (CO-OP)	GOOD MORNING, AMERICA-830 (PARTICIPATING)
4,330 5.2	4,330 5.2
28 5.0	27 5.4
5.3	5.0

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY 1/4 HR. %

3,250 3.9	3,330 4.0	3,170 3.8	3,250 3.9
CBS MORNING NEWS 1	CBS MORNING NEWS 2	\$25,000 PYRAMID	CHILD'S PLAY
2,580 3.1	2,750 3.3	2,580 3.1	2,750 3.3
17 2.8	17 3.3	17 2.8	18 3.2
3.3	3.2	3.3	3.5

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY 1/4 HR. %

4,170 5.0	4,500 5.4	2,670 3.2	4,410 5.3
TODAY SHOW-7:30AM (CO-OP)	TODAY SHOW-8:30AM (PARTICIPATING)	DIFF'RENT STROKES M-F	WHEEL OF FORTUNE
3,330 4.0	3,750 4.5	2,170 2.6	3,580 4.3
22 3.9	23 4.4	14 2.4	23 4.1
4.0	4.6	2.8	4.5

TV HOUSEHOLDS USING TV	WK. 1	10.7	12.0	14.2	15.3	16.0	17.6	18.1	18.7	19.0	19.1	19.1	18.8	18.0	18.3	18.4	18.6
(See Def. 1)	WK. 2	10.0	12.9	14.5	16.5	17.7	18.7	18.8	19.0	19.3	19.6	19.6	19.0	18.2	18.4	18.5	18.7

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		5,330 6.4		5,180 6.2		5,500 6.8		9,750 11.7		8,580 10.3					
	ABC TV		LOVE BOAT DAYTIME		FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)		ONE LIFE TO LIVE (SUS-OP)					
	AVERAGE AUDIENCE (Households (000) & %)		3,670 4.4		4,100 5.1		4,660 5.6		7,660 9.2		6,910 8.3		8.4*			
	SHARE OF AUDIENCE %		23		23		24		34		33		33 *			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		6,410 7.7		7,660 9.2		8,160 9.8		7,500 9.0		5,410 6.5					
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)		YOUNG AND THE RESTLESS		AS THE WORLD TURNS		CAPITOL					
	AVERAGE AUDIENCE (Households (000) & %)		5,410 6.5		6,660 8.0		5,830 7.0		5,860 6.4*		4,910 5.9		5.8			
	SHARE OF AUDIENCE %		35		40		30		29 *		26		24			
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		3,080 3.7		1,580 1.9		2,670 3.2		5,830 7.0		5,160 6.2					
	NBC TV		TEXAS		DOCTORS		SEARCH FOR TOMORROW		DAYS OF OUR LIVES		ANOTHER WORLD					
	AVERAGE AUDIENCE (Households (000) & %)		2,080 2.5		1,330 1.6		2,080 2.5		4,500 5.4		3,750 4.5		4.5*			
	SHARE OF AUDIENCE %		13		7		11		20		18		18 *			
WEEK 4	TOTAL AUDIENCE (Households (000) & %)		5,500 6.6		5,330 6.4		6,000 7.2		9,750 11.7		8,330 10.0					
	ABC TV		LOVE BOAT DAYTIME		FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)		ONE LIFE TO LIVE (SUS-OP)					
	AVERAGE AUDIENCE (Households (000) & %)		3,580 4.3		4,500 5.4		4,910 5.9		7,580 9.1		6,500 7.8		7.9*			
	SHARE OF AUDIENCE %		22		24		26		35		31		32 *			
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		6,000 7.2		6,750 8.1		8,160 9.8		7,000 8.4		5,330 6.4					
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)		YOUNG AND THE RESTLESS		AS THE WORLD TURNS		CAPITOL					
	AVERAGE AUDIENCE (Households (000) & %)		5,080 6.1		5,830 7.0		5,830 7.0		5,500 6.6		4,750 5.7		5.7			
	SHARE OF AUDIENCE %		32		34		30		30 *		28 *		23			
WEEK 6	TOTAL AUDIENCE (Households (000) & %)		2,920 3.5		1,830 2.2		2,580 3.1		5,750 6.9		5,080 6.1					
	NBC TV		TEXAS		DOCTORS		SEARCH FOR TOMORROW		DAYS OF OUR LIVES		ANOTHER WORLD					
	AVERAGE AUDIENCE (Households (000) & %)		2,080 2.5		1,500 1.8		2,080 2.5		4,330 5.2		3,750 4.5		4.6*			
	SHARE OF AUDIENCE %		13		8		11		20		18		19 *			
TV HOUSEHOLDS USING TV (See Def. 1)																
WK. 1																
WK. 2																

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

DAY MON.-FRI. OCT. 4-8, 1982

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	10,330 12.4				3,980 4.3								11,080 13.3			
	ABC TV		GENERAL HOSPITAL (SUS-OP)				EDGE OF NIGHT								ABC WORLD NEWS TONIGHT			
	AVERAGE AUDIENCE (Households (000) & %)	{	8,080 9.7	9.4*			3,170 3.8								9,500 11.4			
	SHARE OF AUDIENCE %	{	35	35 *			14								22			
	AVG. AUD. BY ¼ HR.	%	9.2	9.6	10.0	10.1	4.0	2.8							11.3	11.6		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,830 9.4				2,170 2.8								12,330 14.8			
	CBS TV		GUIDING LIGHT (OP)				TATTLTALES (S)(OP)								CBS EVENING NEWS- RATHER			
	AVERAGE AUDIENCE (Households (000) & %)	{	6,330 7.6	7.4*			1,920 2.9								10,580 12.7			
	SHARE OF AUDIENCE %	{	28	28 *			8								25			
	AVG. AUD. BY ¼ HR.	%	7.2	7.6	8.0	7.7	2.3	2.2							12.5	12.9		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	3,920 4.7												9,410 11.3			
	NBC TV		FANTASY												NBC NIGHTLY NEWS			
	AVERAGE AUDIENCE (Households (000) & %)	{	2,580 3.1	2.9*			3,2*								8,000 9.6			
	SHARE OF AUDIENCE %	{	11	11 *			11 *								19			
	AVG. AUD. BY ¼ HR.	%	2.9	3.0	3.1	3.3									9.3	10.0		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	9,660 11.6				3,500 4.2								10,910 13.1			
	ABC TV		GENERAL HOSPITAL (MTJTH)(S)(OP)(SUS-OP)				EDGE OF NIGHT (MTUTH)(S)(OP)								ABC WORLD NEWS TONIGHT			
	AVERAGE AUDIENCE (Households (000) & %)	{	7,580 9.1	9.0*			3,080 3.7								9,410 11.3			
	SHARE OF AUDIENCE %	{	34	34 *			13								24			
	AVG. AUD. BY ¼ HR.	%	8.8	9.1	9.0	9.4	3.9	3.5							11.1	11.4		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,830 9.4				2,420 2.9								12,500 15.0			
	CBS TV		GUIDING LIGHT (OP)				TATTLTALES								CBS EVENING NEWS- RATHER			
	AVERAGE AUDIENCE (Households (000) & %)	{	6,080 7.3	7.2*			2,080 2.5								10,910 13.1			
	SHARE OF AUDIENCE %	{	27	27 *			9								26			
	AVG. AUD. BY ¼ HR.	%	7.0	7.4	7.7	7.2	2.5	2.5							12.9	13.3		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,250 5.1												9,660 11.6			
	NBC TV		FANTASY												NBC NIGHTLY NEWS			
	AVERAGE AUDIENCE (Households (000) & %)	{	3,000 3.6	3.4*			3.7*								8,410 10.1			
	SHARE OF AUDIENCE %	{	13	13 *			13 *								20			
	AVG. AUD. BY ¼ HR.	%	3.4	3.4	3.6	3.8									9.9	10.3		
TV HOUSEHOLDS USING TV		WK. 1	26.3	27.5	28.5	29.6	28.5	29.7	30.9	33.1	34.9	36.9	38.3	41.0	44.0	46.9	49.0	51.3
(See Def. 1)		WK. 2	26.3	27.4	28.6	29.8	29.2	30.9	32.5	34.1	35.2	36.9	38.4	41.4	44.9	47.2	48.9	51.3

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				2,870 3.2				1,250 8.7		7,910 9.5		5,580 6.7		8,800 8.0		
	ABC TV	{				SUPERFRIENDS (OP)		PAC-MAN/RASCALS/ RICHIE-1		PAC-MAN/RASCALS/ RICHIE-2		PAC-MAN/RASCALS/ RICHIE-3		WORK/LAVERNE/ FONZ HOUR-1		WORK/LAVERNE/ FONZ HOUR-2 (OP)		
	AVERAGE AUDIENCE (Households (000) & %)	{				2,170 2.6				1,430 7.0		6,660 8.0		4,830 5.8		5,660 6.8		
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	{				22 2.2		32 2.9		34 2.8		36 7.1		26 6.1		29 5.5	6.7	6.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				2,500 3.0		3,170 3.8		3,080 3.7		4,000 4.8		6,160 7.4		4,910 5.9		
	CBS TV	{				SPEED BUGGY (OP)		SYLVESTER DAFFY SHOW-1 (OP)		SYLVESTER DAFFY SHOW-2 (OP)		BUGS BUNNY/ROAD RUNNER-1		BUGS BUNNY/ROAD RUNNER-2 (OP)		GILLIGAN'S PLANET (OP)		
	AVERAGE AUDIENCE (Households (000) & %)	{				1,920 2.3		2,170 2.6		2,420 2.9		3,330 4.0		4,330 5.2		4,000 4.8		
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	{				19 2.2	2.4	15 2.5	2.8	14 2.6	3.1	18 3.8	4.3	23 5.2	5.3	21 4.7	4.9	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{				3,420 4.1		3,830 4.6		6,250 7.5		7,000 8.4		6,580 7.9		6,080 7.3		
	NBC TV	{				FLINTSTONE FUNNIES (OP)		SHIRT TALES (OP)		SMURFS I		SMURFS II		SMURFS III (OP)		GARY COLEMAN SHOW (OP)		
	AVERAGE AUDIENCE (Households (000) & %)	{				2,670 3.2		3,170 3.8		4,910 5.9		5,500 6.6		5,580 6.7		4,910 5.9		
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	{				27 2.6	3.8	22 3.5	4.1	29 5.4	6.4	30 6.7	6.5	30 6.7	6.8	25 5.8	6.1	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{				4,300 4.8		6,410 7.7		7,830 9.4		8,580 10.3		6,810 8.2		6,100 7.8		
	ABC TV	{				SUPERFRIENDS (OP)		PAC-MAN/RASCALS/ RICHIE-1		PAC-MAN/RASCALS/ RICHIE-2		PAC-MAN/RASCALS/ RICHIE-3		WORK/LAVERNE/ FONZ HOUR-1		WORK/LAVERNE/ FONZ HOUR-2 (OP)		
	AVERAGE AUDIENCE (Households (000) & %)	{				3,250 3.9		5,500 6.6		7,080 8.5		7,830 9.4		5,750 6.9		5,330 6.4		
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	{				30 3.4	4.5	34 6.0	7.2	36 8.6	8.4	38 9.3	9.6	26 6.9	6.9	24 6.6	6.2	
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{		1,420 1.7				1,750 2.1		3,500 4.2		4,500 5.4		4,080 4.9		5,160 6.2	5,250 6.3	
	CBS TV	{				CAPTAIN KANGAROO-SAT ←		SPEED BUGGY (OP)		SYLVESTER DAFFY SHOW-1 (OP)		SYLVESTER DAFFY SHOW-2 (OP)		BUGS BUNNY/ROAD RUNNER-1		BUGS BUNNY/ROAD RUNNER-2 (OP)	GILLIGAN'S PLANET (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{		750 .9	.8*			1,500 1.8		2,670 3.2		3,420 4.1		3,170 3.8		4,170 5.0	4,250 5.1	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	{		13 .7	14* .9	1.0	1.1*	14 1.1	1.7	17 1.8	2.9	17 2.9	3.5	15 4.1	4.1	19 4.6	19 5.4	4.8
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{				3,500 4.2		4,250 5.1		6,000 7.2		6,330 7.6		8,330 10.0		7,800 9.2		
	NBC TV	{				FLINTSTONE FUNNIES (OP)		SHIRT TALES (OP)		SMURFS I		SMURFS II		SMURFS III (OP)		GARY COLEMAN SHOW (OP)		
	AVERAGE AUDIENCE (Households (000) & %)	{				2,920 3.5		3,670 4.4		5,000 6.0		5,750 6.9		7,160 8.6		6,500 7.6		
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	{				27 3.0	4.0	23 4.4	4.4	25 5.7	6.3	28 6.9	7.0	33 8.3	8.9	29 7.6	7.9	
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	5.6	7.2	8.6	10.1	11.7	14.4	16.4	18.1	19.7	21.2	22.4	23.0	22.8	23.2	23.6	24.4
		WK 2	6.5	8.0	9.5	11.1	13.5	15.5	18.3	20.7	23.3	24.4	26.0	25.9	26.3	26.5	26.5	27.2

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.



TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K E N D	TOTAL AUDIENCE (Households (000) & %)	{	6,500 7.8	6,660 8.0		8,000 7.3	10,240 19.5										
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{	5,160 6.2	5,580 6.7		4,660 5.6	8,110 16.6										
	SHARE OF AUDIENCE %		6.2	6.3	6.8	6.6	5.6	5.3	7.1	8.0	8.4	8.8	7.5	7.5	7.8	7.9	
W E E K E N D	TOTAL AUDIENCE (Households (000) & %)	{	3,750 4.5	3,330 4.0		4,170 5.0	4,750 5.7			4,330 5.2		3,500 4.2					
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{	3,080 3.7	2,670 3.2		3,420 4.1	3,830 4.6			3,420 4.1		2,750 3.3					
	SHARE OF AUDIENCE %		16	13	17	19	16	13	16	13	13	13	13	13	13	13	
W E E K E N D	TOTAL AUDIENCE (Households (000) & %)	{	5,660 6.8	4,910 5.9		3,920 4.7	3,300 4.0					4,080 4.9	19,240 23.1				
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{	4,330 5.2	4,080 4.9		2,920 3.5	2,500 3.0					3,830 4.6	5,330 6.4				
	SHARE OF AUDIENCE %		22	20	14	12	12					17	19	19	19	19	
W E E K E N D	TOTAL AUDIENCE (Households (000) & %)	{	6,410 7.7	6,250 7.5		5,500 6.6	9,750 11.7			5,330 6.4		29,070 34.9					
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{	5,250 6.3	5,080 6.1		4,580 5.5	6,660 8.0			4,080 4.9		11,750 14.1					
	SHARE OF AUDIENCE %		23	21	19	26	26			15		36					
W E E K E N D	TOTAL AUDIENCE (Households (000) & %)	{	4,250 5.1	3,670 4.4		3,420 4.1	4,170 5.0			8,580 10.3		18,910 22.7					
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{	3,580 4.3	2,830 3.4		2,500 3.0	3,000 3.6			6,500 7.8		8,910 10.7					
	SHARE OF AUDIENCE %		17	13	10	12	12			25		28					
W E E K E N D	TOTAL AUDIENCE (Households (000) & %)	{	7,080 8.5	6,830 8.2		4,330 5.2	4,170 5.0										
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{	6,160 7.4	5,830 7.0		3,330 4.0	3,420 4.1										
	SHARE OF AUDIENCE %		27	26	14	13	13										

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY SAT. OCT. 9, 1982

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

NCAA FOOTBALL GAME VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST (-OP)				5,660 6.8	USA WORLD AMA US BOXING (4 1/2 3:00PM) (OP)				13,000 15.7	ABC WIDE WORLD-SPORTS SAT						
7.8*		8.1*		4,080				5.0*	8.750							
25 *		25 *		4.9				15 *	8.1							
7.9	7.8	8.4	8.0	5.0	4.2	4.2			20 *	7.0*	8.3*	8.9*				
										20 *	23 *	22 *				

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

NCAA FOOTBALL-CBS VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST (OP)(-OP)				16,580 19.9												
5,910																6,000
7.1	3.8*			5.8*		7.2*		7.7*	7.3*		8.6*					7.2
21	12 *			18 *		22 *		23 *	21 *		23 *					18
3.8	3.9	5.0	6.2	6.7	7.6	8.4	7.0	7.3	7.3	8.1	9.2	9.2	7.5			

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

NBC MAJOR LEAGUE BASEBALL VARIOUS TEAMS AND TIMES~ (2:55-7:22PM)																
5.9*		6.3*		6.9*		7.1*		7.3*		6.5*		5.7*		6.7*		
20 *		20 *		22 *		22 *		21 *		18 *		15 *		17 *		
5.8	6.0	6.2	6.4	6.6	7.2	7.1	7.2	7.3	7.3	6.5	5.7	5.8	6.4	7.0		

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

AMER. LEAGUE CHAMP GM 4 MILWAUKEE VS CALIFORNIA (1:46-4:55PM)(5:08-6:26PM) (-OP)				21,660 26.0				NCAA FOOTBALL GAME VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST (3)(5)(OP)(-OP)							(2) (OP)
14.1*		15.2*		15.4*		12,580								14.3*	
37 *		38 *		37 *		15.1								30 *	
13.2	15.0	14.8	15.7	15.6	15.1	14.6	15.8	16.4						13.9	

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

NCAA FOOTBALL-CBS VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST (OP)				8,000 9.6				CBS SPORTS SPECIAL JOCKEY GOLD CUP				8,660 10.4 CBS SAT. NEWS- SCHIEFFER			
9.2*		10.3*		11.3*		4,330						7,410			
24 *		25 *		27 *		5.2		5.4*	5.1*			8.9			
9.8	8.5	10.2	10.4	10.9	11.8	11.7	10.5	6.1	4.7	4.7	5.4	18		8.9	

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

														7,410 8.9 NBC NIGHTLY NEWS- SAT.
														6,410
														7.7
														15
														7.4
														8.0

TV HOUSEHOLDS USING TV WK. 1  
(See Def. 1) WK. 2

31.2	31.7	32.3	32.5	32.7	32.4	32.5	33.7	35.0	35.6	35.9	36.7	38.8	40.9	42.5	43.4
38.0	39.2	41.0	41.3	41.4	41.4	41.9	42.0	41.5	41.4	42.2	44.1	46.9	49.7	49.9	50.4

U.S. TV Households: 83,300,000

(1)NCAA POST-CBS,CBS,MULTI-SEGMENT TELECAST

(2)NCAA FOOTBALL POST,ABC,(6:54-7:00PM)

For explanation of symbols, See page A

A-31(3)AMER. LEAGUE CHAMP GM 4,MILWAUKEE VS CALIFORNIA,ABC,(5:08-6:26PM)(S)(OP)

DAY SAT. OCT.9, 1982

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)						2,080 2.5		2,420 2.9										
ABC TV						BEST/KIDS- PEOPLE TOO I (9:30-10:02AM) (-OP)		BEST/KIDS- PEOPLE TOO II (10:02-10:30AM) (OP)										
AVERAGE AUDIENCE (Households (000) & %)						1,580		2,000										
SHARE OF AUDIENCE %						1.9		2.4										
AVG. AUD. BY ¼ HR. %						10		12										
						1.6		2.0										
						2.3		2.4										
TOTAL AUDIENCE (Households (000) & %)				5,910 7.1														
CBS TV		LONE RANGER/ ZORRO (SUS)(SUS-OP)	KWICKY KOALA SHOW (SUS)(SUS-OP)	CAPTAIN KANGAROO-SUN (SUS)		SUNDAY MORNING		FOR OUR TIMES (SUS)										
AVERAGE AUDIENCE (Households (000) & %)				3,250														
SHARE OF AUDIENCE %				3.9		3.4*		4.2*										
AVG. AUD. BY ¼ HR. %				22		23 *		23 *										
				3.2		3.6		4.1										
				4.2		4.1		4.1										
TOTAL AUDIENCE (Households (000) & %)																		
NBC TV																		
AVERAGE AUDIENCE (Households (000) & %)																		
SHARE OF AUDIENCE %																		
AVG. AUD. BY ¼ HR. %																		
TOTAL AUDIENCE (Households (000) & %)						1,330 1.6		2,500 3.0										
ABC TV						BEST/KIDS- PEOPLE TOO I		BEST/KIDS- PEOPLE TOO II (OP)										
AVERAGE AUDIENCE (Households (000) & %)						1,080		2,000										
SHARE OF AUDIENCE %						1.3		2.4										
AVG. AUD. BY ¼ HR. %						6		10										
						1.1		1.4										
						2.1		2.7										
TOTAL AUDIENCE (Households (000) & %)				6,910 8.3														
CBS TV		LONE RANGER/ ZORRO (SUS)(SUS-OP)	KWICKY KOALA SHOW (SUS)(SUS-OP)	CAPTAIN KANGAROO-SUN (SUS)		SUNDAY MORNING		FOR OUR TIMES (SUS)										
AVERAGE AUDIENCE (Households (000) & %)				4,080														
SHARE OF AUDIENCE %				4.9		4.1*		5.2*										
AVG. AUD. BY ¼ HR. %				24		23 *		25 *										
				3.7		4.6		5.1										
				5.2		5.3		5.5										
TOTAL AUDIENCE (Households (000) & %)																		
NBC TV																		
AVERAGE AUDIENCE (Households (000) & %)																		
SHARE OF AUDIENCE %																		
AVG. AUD. BY ¼ HR. %																		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	4.0	4.8	5.9	6.9	8.9	10.7	12.6	13.8	15.8	17.3	18.6	19.6	20.9	22.1	22.7	22.1
		WK. 2	4.5	5.3	6.1	7.4	9.4	11.6	13.8	15.1	17.7	20.1	20.8	22.0	22.7	23.4	22.9	22.2

For explanation of symbols, See page A.

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## Nielson NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. OCT 3, 1982

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE { 20,580  
(Households (000) & %) { 24.7

## ABC TV

ABC SUNDAY AFTERNOON BSBL  
VARIOUS HAMS AND TIMES  
MULTI-SEGMENT TELECAST

5,580  
6.7  
ABC WHID NEWS  
SUN (P)

AVERAGE AUDIENCE { 9,910  
(Households (000) & %) { 11.9  
SHARE OF AUDIENCE % 7.8\*  
AVG AUD. BY ¼ HR. % 10.3\*

W

TOTAL AUDIENCE { 7,080  
(Households (000) & %) { 8.5

E

E

## CBS TV

NCAA GAME 2-SPECIAL  
VARIOUS TEAMS AND TIMES  
MULTI-SEGMENT TELECAST

9,410  
11.3  
CBS EVENING NEWS-  
DEAN

AVERAGE AUDIENCE { 3,000  
(Households (000) & %) { 3.6  
SHARE OF AUDIENCE % 9  
AVG AUD. BY ¼ HR. % <<

K

1

TOTAL AUDIENCE { 2,000  
(Households (000) & %) { 2.4

## NBC TV

NBC NFL '82  
SPECIAL

NBC SUNDAY FOOTBALL GAME 1  
CALGARY VS GASKATCHEWAN  
SAN DIEGO VS MIAMI (R)  
MULTI-SEGMENT TELECAST

4,410  
5.3  
NBC NIGHTLY NEWS-  
SUN.

AVERAGE AUDIENCE { 1,580  
(Households (000) & %) { 1.9  
SHARE OF AUDIENCE % 6  
AVG AUD. BY ¼ HR. % 2.1

TOTAL AUDIENCE { 5,500  
(Households (000) & %) { 6.6

## ABC TV

SPORTSBEAT

(1)

AMER. LEAGUE CHAMP GM 5  
MILWAUKEE VS CINCINNATI  
(6:22-7:49PM)

AVERAGE AUDIENCE { 4,250  
(Households (000) & %) { 5.1  
SHARE OF AUDIENCE % 15  
AVG AUD. BY ¼ HR. % 4.4

W

TOTAL AUDIENCE { 4,660  
(Households (000) & %) { 5.6

E

E

## CBS TV

CBS SPORTS SUNDAY  
(1:00-4:00PM)

FAMOUS CLASSIC TALES  
THE ADVENTURES OF SINBAD

9,830  
11.8  
CBS EVENING NEWS-  
DEAN

AVERAGE AUDIENCE { 9,500  
(Households (000) & %) { 9.5  
SHARE OF AUDIENCE % 7.8\*  
AVG AUD. BY ¼ HR. % 8.8\*

K

2

TOTAL AUDIENCE { 5,250  
(Households (000) & %) { 6.3

## NBC TV

NBC NFL '82 SP.  
(3:30-4:03PM)  
(-OP)

NBC SUNDAY FOOTBALL GM. 1  
BRITISH COLUMBIA VS EDMONTON  
SAN DIEGO VS CINCINNATI (R)  
MULTI-SEGMENT TELECAST (OP) (-OP)

AVERAGE AUDIENCE { 3,500  
(Households (000) & %) { 4.2  
SHARE OF AUDIENCE % 12  
AVG AUD. BY ¼ HR. % 4.5

TV HOUSEHOLDS USING TV WK. 1  
(See Def. 1) WK. 2

31.7	31.4	33.5	35.5	37.2	38.1	38.4	38.3	39.2	40.4	42.8	44.7	45.1	45.4	46.5
37.1	37.4	39.0	41.5	43.1	44.6	44.9	45.0	47.4	48.6	49.9	52.4	53.9	54.7	56.0

U.S. TV Households: 83,300,000

(1) AMER. LEAGUE CHAMP PRE 5, ABC, (4:00-4:22PM) (S)

(2) NBC SUNDAY FOOTBALL POST, NBC, (6:48-7:00PM) (S)

For explanation of symbols, See page A.

DAY SUN. OCT. 10, 1982

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVERAGE AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVERAGE AUD BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY																	
ABC ABC MONDAY NIGHT MOVIE	1	9.00-11.31PM	+GRID	27,240	27.9	13,080	15.7	26			23,820	28.6	15,990	19.2	30		
	2	9.00-11.22PM	+GRID														
		11.00							16.8							20.1	
		11.15							15.1							18.6	
		11.30					15.9*	32*	12.1					19.6*	34*		
	2	11.22-11.34PM	(SUS)														
CBS SPEC. MOVIE PRESENT.-CBS(S)	2	9.00-11.30PM	+GRID								24,990	30.0	16,410	19.7	31		
		11.00														18.5	
		11.15													17.7*	32*	16.8
NBC NBC NEWS CAPSULE-2-MON(SUS)	1	9.49- 9.50PM	9.45														
EVENING TUESDAY																	
ABC AMER. LEAGUE CHAMP-PRE 1(S)	2	8.00- 8.18PM	+GRID								15,080	18.1	13,830	16.6	30		
		8.15														16.9	
ABC HAPPY DAYS	1	8.10- 8.40PM	+GRID	19,580	23.5	16,410	19.7	31									
		8.30							21.5								
ABC AMER. LEAGUE CHAMP-GM 1(S)	2	8.18-11.11PM	+GRID								30,400	36.5	17,160	20.6	33		
		11.00														17.9	
ABC LAVERNE & SHIRLEY	1	8.40- 9.10PM	+GRID	20,160	24.2	17,830	21.4	33									
		9.00							23.2								
EVENING WEDNESDAY																	
ABC THREE'S COMPANY	1	9.10- 9.40PM	+GRID	22,660	27.2	20,160	24.2	36									
		9.30							25.0								
ABC 9 TO 5	1	9.40-10.10PM	+GRID	21,240	25.5	18,660	22.4	34									
		10.00							22.1								
ABC HART TO HART	1	10.10-11.10PM	+GRID	20,160	24.2	15,990	19.2	32									
		11.00							19.2								
CBS BRING 'EM BACK ALIVE	1	8.09- 9.09PM	+GRID	16,240	19.5	10,750	12.9	20									
		9.00							15.5								
CBS CBS TUESDAY NIGHT MOVIES	1	9.09-11.09PM	+GRID	22,740	27.3	15,910	19.1	30									
		11.00							19.2								
NBC FATHER MURPHY	1	8.09- 9.09PM	+GRID	15,240	18.3	11,160	13.4	21									
		9.00							14.9								
NBC NBC TUESDAY MOVIE(S)	1	9.09-11.09PM	+GRID	18,240	21.9	10,830	13.0	20									
		11.00							11.4								
NBC NBC NEWS CAPSULE-2 THU(S)	2	9.53- 9.54PM	9.45														
EVENING THURSDAY																	
ABC AMER. LEAGUE CHAMP-PRE 2(S)	2	8.00- 8.17PM	+GRID								13,580	16.3	12,910	15.5	27		
		8.15														16.0	
NBC NBC NEWS CAPSULE-2 FRI(S)	1	9.58- 9.59PM	9.45														
EVENING FRIDAY																	
ABC NAT'L LEAGUE CHAMP-PRE 1(S)	2	8.00- 8.17PM	+GRID								12,990	15.6	12,000	14.4	25		
		8.15														15.5	
ABC NAT'L LEAGUE CHAMP-GM 1(S)	2	8.17-11.12PM	+GRID								28,920	34.5	16,660	20.0	31		
		11.00														20.3	
CONT'D																	



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS:

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING THURSDAY-CONT'D																	
ABC NAT'L LEAGUE CHAMP-GM 1(S)-CONT'D																	
	2	11.12-11.17PM	(SU%)														
NBC NBC NEWS CAPSULE-2-THU(SUS)	2	9.58- 9.59PM	9.45														
EVENING FRIDAY																	
ABC NL CHAMP PRE 2-RAINOUT 2(S)	2	8.00- 8.33PM	-GRID 8.30									13,740	16.5	9,410	11.3	22	
NBC NBC NEWS CAPSULE-2-FRI(SUS)	1	9.58- 9.59PM	9.45													10.4	
EVENING SATURDAY																	
ABC ABC NEWSBRIEF-SAT.	2	8.14- 8.15PM	8.00														
ABC ABC SPORTS UPDATE-SAT	1	8.58- 8.59PM	8.45	12,740	15.3	12,740	15.3	28	15.3			11,160	13.4	11,160	13.4	25	
	2	9.11- 9.12PM	9.00									14,490	17.4	14,490	17.4	30	
ABC ABC NEWSBRIEF-SAT.	1	10.01-10.02PM	10.00	17,660	21.2	17,660	21.2	38	21.2								
CBS NEWSBREAK-SAT.	1	8.57- 8.59PM	8.45	10,000	12.0	9,330	11.2	20	11.2								
	2	8.58- 8.59PM	8.45									10,830	13.0	10,830	13.0	22	
NBC BASEBALL FILL(SUS)	1	7.22- 7.28PM	7.15													13.0	
NBC NBC NEWS CAPSULE-SAT		8.58- 8.59PM	8.45	9,830	11.8	9,830	11.8	21	11.8			10,410	12.5	10,410	12.5	21	
NBC NBC NEWS CAPSULE-2-SAT(SUS)	2	9.58- 9.59PM	9.45													12.5	
NBC NBC NEWS CAPSULE-2-SAT.	1	9.58- 9.59PM	9.45	7,750	9.3	7,750	9.3	16	9.3								
EVENING SUNDAY																	
ABC ABC SPORTS UPDATE-SUN	2	8.15- 8.16PM	8.15									15,830	19.0	15,830	19.0	30	
	1	8.35- 8.36PM	8.30	16,830	20.2	16,830	20.2	31	20.2							19.0	
ABC ABC NEWSBRIEF-SUN.	2	9.16- 9.17PM	9.15									17,240	20.7	17,240	20.7	30	
	1	9.58- 9.59PM	9.45	16,660	20.0	16,660	20.0	30	20.0							20.7	
CBS NEWSBRIEF-SUN.		8.58- 8.59PM	8.45	12,740	15.3	12,740	15.3	24	15.3			14,580	17.5	14,580	17.5	26	
CBS CBS NIGHTWATCH SPECIAL(S)	1	2.00- 6.00AM	-GRID	1,830	2.2	830	1.0	24								17.5	
		3.00							.9								
		3.15					.8*	19*	.8								
		3.30							.9								
		3.45					1.0*	25*	1.0								
		4.00							1.0								
		4.15					1.1*	31*	1.1								
		4.30							1.0								
		4.45					1.0*	31*	.9								
		5.00							1.0								
		5.15					.9*	28*	.8								
		5.30							.8								
		5.45					.8*	25*	.8								
NBC NBC SUNDAY FOOTBALL GM 1(S)	2	4.03- 6.51PM	-GRID									6,410	7.7	2,000	2.4	5	
NBC NBC NEWS CAPSULE-SUN		8.58- 8.59PM	8.45	12,080	14.5	12,080	14.5	22	14.5			12,160	14.6	12,160	14.6	22	
NBC NBC NEWS CAPSULE-2-SUN(SU%)	1	9.59- 10.00PM	9.45													14.6	
NBC NBC NEWS CAPSULE-2-SUN.	2	9.49- 9.50PM	9.45									13,830	16.6	13,830	16.6	24	

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2											
				TOTAL AUDIENCE		AVERAGE AUDIENCE				AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE				AVG. AUD. BY % HR	TELE- CAST DAYS				
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)			%	SHARE %	HOUSEHOLDS (000)	%	SHARE %							
EVENING MONDAY-FRIDAY																							
ABC ABC NEWSBRIEF-M-F	2	>	8:15																				
	1	>	8:15	14,580	17.5	14,580	17.5	27	12.8	M-F	12,080	14.5	12,080	14.5	25	15.5	M-F						
			9:15						20.4	W&TH						9.2	M & F						
			10:00						21.0	TUE.						17.1	M & F						
ABC ABC NEWS:NIGHTLINE-T-F		>	11:30	7,160	8.6	5,750	6.9	20	7.7	TU-F	5,080	6.1	4,410	5.3	16	5.8	TU-F						
			11:45				7.0*	20*	6.4	TU-F						5.1	TU-F						
			12:00						5.4	THU.													
ABC ABC NEWS:NIGHTLINE-MON	1	12.02-12.39AM	12.00	4,830	5.8	3,830	4.6	19	5.4	MON.	4,750	5.7	3,250	3.9	18	4.4	MON.						
	2	12.05-12.51AM	12.00													4.1	MON.						
			12.15				4.9*	19*	4.5	MON.						3.8	MON.						
			12.30						3.5	MON.						3.0	MON.						
			12.45													3.6*	19*						
ABC ABC NEWS:NIGHTLINE-THU(B)	2	12.00-12.21AM	12.00								4,170	5.0	3,670	4.4	16	4.7	THU.						
			12.15													3.7	THU.						
ABC ABC NEWS:NIGHTLINE-TUE(B)	1	12.00-12.19AM	12.00	4,410	5.3	3,830	4.6	17	4.8	TUE.	3,580	4.3	3,250	3.9	15	4.0	TUE.						
	2	12.00-12.18AM	12.00													3.4	TUE.						
			12.15						3.7	TUE.													
ABC FRIDAYS		12.00- 1.11AM	12.00	5,580	6.7	2,920	3.5	12	4.5	FRI.	4,500	5.4	2,330	2.8	11	2.8	FRI.						
			12.15				4.1*	13*	3.8	FRI.						3.1*	10*						
																3.3	FRI.						
			12.30						3.4	FRI.						2.8	FRI.						
			12.45				3.2*	12*	3.1	FRI.						2.6	FRI.						
			1.00						2.7	FRI.						2.2	FRI.						
ABC LOVE BOAT-12.00		12.00- 1.08AM	12.00	3,830	4.6	2,500	3.0	14	3.4	WED.	3,080	3.7	1,830	2.2	11	2.7	WED.						
			12.15				3.2*	12*	3.0	WED.						2.4*	11*						
			12.30						3.2	WED.						2.1	WED.						
			12.45						2.8	WED.						2.1	WED.						
			1.00				3.0*	15*	2.4	WED.						2.1*	11*						
																1.9	WED.						
ABC VEGA\$-12.00	1	12.07- 1.15AM	12.00	3,500	4.2	2,170	2.6	13	2.6	THU.													
			12.15				2.6*	10*	2.6	THU.													
			12.30						2.6	THU.													
			12.45				2.6*	14*	2.6	THU.													
			1.00						2.4	THU.													
ABC FANTASY ISLAND-12.00	1	12.19- 1.27AM	12.15	2,750	3.3	1,750	2.1	11	2.5	TUE.	1,830	2.2	920	1.1	6	1.3	TUE.						
	2	12.18- 1.26AM	12.15													1.1	TUE.						
			12.30						2.2	TUE.						1.0	TUE.						
			12.45				2.2*	11*	2.1	TUE.						1.0	TUE.						
			1.00						2.0	TUE.						1.0	TUE.						
			1.15				1.9*	12*	1.8	TUE.						1.0*	7*						
ABC VEGA\$-12.00	2	12.21- 1.29AM	12.15								2,250	2.7	1,500	1.8	11	1.9	THU.						
			12.30													2.0	THU.						
			12.45													2.0*	11*						
			1.00													1.9	THU.						
			1.15													1.7*	12*						
ABC FRIDAYS-PART 2	1	1.11- 1.18AM	1.00	2,250	2.7	1,830	2.2	10	2.2	FRI.	1,500	1.8	1,670	2.0	10	2.0	FRI.						
	2	1.11- 1.21AM	1.00													2.0	FRI.						
			1.15						2.3	FRI.							FRI.						

CONT'D

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2									
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOURS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG ADD BY % HR	TELE CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG ADD BY % HR	TELE CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %	HOUSEHOLDS (000)			%	HOUSEHOLDS (000)	SHARE %					
EVENING MONDAY-FRIDAY-CONT'D																		
ABC FRIDAYS-PART 2-CONT'D	1	1.11- 1.18AM	(SUS)															
	2	1.11- 1.22AM	(SUS)															
CBS NEWSBREAK-M-F		>	8.45 9.00	13,990	16.8	13,490	16.2	25	17.4 13.9	M-F TUE.		14,240	17.1	13,910	16.7	26	16.9	M-F
CBS CBS NEWS SPECIAL(S)	2	11.30-12.02AM	11.30 11.45 12.00									6,160	7.4	5,330	6.4	17	6.7 6.2 6.0	FRI. FRI. FRI.
CBS LATE MOVIE I		>	11.30 11.45 12.00 12.15 12.30 12.45 1.00 1.15	7,660	9.2	4,830	5.8* 6.0*	20* 17*	6.2 6.0 5.9 5.7* 5.6 5.6 4.6	M-F M-F M-F M-F M-F M-F		6,580	7.9	4,330	5.2* 6.0*	21* 19*	6.3 5.8 5.2 5.2* 4.9 4.6 4.1 3.9	M-F TU-TH M-F M-F M-F M & F M & F
CBS LATE MOVIE II		VARIOUS TIMES	(SUS)															
		>	12.30 12.45 1.00 1.15	4,330	5.2	3,500	4.2	24	5.1 4.5 4.1 4.0*	M-F M-F M-F M-F		3,500	4.2	2,830	3.4 3.7* 3.5 3.1*	23 21* M-F 22*	4.1 3.7 3.5 3.3	M-F TU-TH M-F M-F
															</			

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING MONDAY-FRIDAY-CONT'D																			
NBC DAVID LETTERMAN I		>	12.30 12.45 1.00	2,750	3.3	2,330	2.8	15	3.0 2.5 2.8	M-TH M-TH TUE.		3,250	3.9	2,750	3.3	18	3.5 3.2	M-TH M-TH	
NBC DAVID LETTERMAN SPECIAL(S)	1	12.30- 2.00AM	12.30 12.45 1.00 1.15 1.30 1.45	4,830	5.8	2,250	2.7 3.0*	12 11*	3.0 2.9 2.7 2.6 2.8 2.4	FRI. FRI. FRI. FRI. FRI. FRI.									
NBC SCTV NETWORK	2	12.30- 2.00AM	12.30 12.45 1.00 1.15 1.30 1.45				2.7* 2.6* 2.6* 2.6*	12* 15*				5,330	6.4	2,420	2.9 3.9*	15 16*	4.2 3.6 2.7 2.2 2.3 2.2	FRI. FRI. FRI. FRI. FRI. FRI.	
NBC DAVID LETTERMAN II		>	1.00 1.15 1.30	2,170	2.6	1,830	2.2	15	2.3 2.1 2.3	M-TH M-TH TUE.		2,420	2.9	2,000	2.4	17	2.6 2.2	M-TH M-TH	
NBC NBC NEWS OVERNIGHT-M-F		>	1.30 1.45	1,500	1.8	1,250	1.5	13	1.4 1.4	M-F M-TH		1,500	1.8	1,250	1.5 1.7*	15 17*	1.7 1.5	M-F M-TH	

			2.00 2.15 2.30 2.45						1.7 1.9	TUWF TUWF							1.3 1.3 1.1 1.1	M-F M-F FRI. FRI.	
		VARIOUS TIMES (SUS)																	
DAY MONDAY-FRIDAY																			
ABC ABC NEWS THIS MORNING-615(SUS)	1	6.15- 6.45AM	6.15							M-F									
	2	6.15- 6.30AM	6.15																M-F
ABC ABC NEWS THIS MORNING-645		6.45- 7.00AM	6.45	1,580	1.9	1,580	1.9	19	1.9	M-F		1,920	2.3	1,830	2.2	21	2.2	M-F	
ABC FYI-12.58(SUS)		12.58-12.59PM	12.45							M-F								M-F	
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	7,080	8.5	6,830	8.2	30	8.2	M-F		6,830	8.2	6,580	7.9	30	7.9	M-F	
ABC FYI-2.58(SUS)		2.58- 2.59PM	2.45							M-F								M-F	
ABC AMER. LEAGUE CHAMP PRE 3(S)	2	3.00- 3.18PM	3.00 3.15									8,250	9.9	7,410	8.9	34	8.9 8.8	FRI. FRI.	
ABC NL CHAMP PRE 1-RAINOUT(S)	2	3.00- 3.19PM	3.00 3.15									7,660	9.2	6,750	8.1	31	8.2 7.9	WED. WED.	
ABC AMER. LEAGUE CHAMP GM 3(S)	2	3.18- 3.12PM	3.15 3.30 3.45 4.00 4.15 4.30 4.45 5.00 5.15 5.30									20,330	24.4	9,830	11.8	36	9.5 10.0 10.4 10.6 10.8 11.0 11.1 12.1 13.3 13.8	FRI. FRI. FRI. FRI. FRI. FRI. FRI. FRI. FRI. FRI.	

CONT'D

## OTHER PROGRAMS

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## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY SATURDAY-CONT'D																			
ABC NCAA FOOTBALL-POST	1	4.07- 4.13PM	4.00	6,580	7.9	5,410	6.5	20	6.5			7,330	8.8	6,250	7.5	16	7.5		
	2	6.54- 7.00PM	6.45																
CBS IN THE NEWS- 8.26AM	1	8.26- 8.29AM	8.15	2,170	2.6	1,920	2.3	17	2.3			1,580	1.9	1,500	1.8	13	1.8		
CBS IN THE NEWS- 8.26AM	2	8.26- 8.29AM	8.15																
CBS IN THE NEWS- 8.56AM	1	8.56- 8.59AM	8.45	2,670	3.2	2,580	3.1	17	3.1			3,170	3.8	2,920	3.5	17	3.5		
CBS IN THE NEWS- 8.56AM	2	8.56- 8.59AM	8.45																
CBS IN THE NEWS- 9.26AM	1	9.26- 9.29AM	9.15	3,000	3.6	2,750	3.3	16	3.3			3,670	4.4	3,500	4.2	18	4.2		
CBS IN THE NEWS- 9.26AM	2	9.26- 9.29AM	9.15									5,160	6.2	4,580	5.5	21	5.5		
CBS IN THE NEWS- 10.26AM		10.26- 10.29AM	10.15	4,910	5.9	4,330	5.2	23	5.2			4,250	5.1	4,000	4.8	18	4.8		
CBS IN THE NEWS- 10.56AM		10.56- 10.59AM	10.45	4,580	5.5	4,170	5.0	21	5.0			3,500	4.2	3,330	4.0	15	4.0		
CBS IN THE NEWS- 11.26AM		11.26- 11.29AM	11.15	3,170	3.8	2,830	3.4	15	3.4			3,170	3.8	2,830	3.4	13	3.4		
CBS IN THE NEWS- 11.56AM		11.56- 11.59AM	11.45	3,420	4.1	2,830	3.4	14	3.4										
CBS IN THE NEWS- 12.26PM	1	12.26- 12.29PM	12.15	3,580	4.3	3,080	3.7	15	3.7			2,750	3.3	2,420	2.9	10	2.9		
CBS IN THE NEWS- 12.26PM(B)	2	12.26- 12.29PM	12.15									3,580	4.3	3,420	4.1	13	4.1		
CBS IN THE NEWS- 12.56PM		12.56- 12.59PM	12.45	4,080	4.9	4,000	4.8	19	4.8										
CBS IN THE NEWS- 1.26PM	1	1.26- 1.29PM	1.15	3,750	4.5	3,420	4.1	15	4.1										
CBS NCAA FOOTBALL-CBS	1	3.40- 6.49PM	-GRID	16,580	19.9	5,910	7.1	21											
			6.45						8.3										
CBS NCAA TODAY-CBS	1	3.30- 3.40PM	3.30	3,000	3.6	3,250	3.9	13	3.9										
CBS NCAA TODAY POST-CBS	2	4.53- 5.00PM	4.45									8,830	10.6	6,910	8.3	20	8.3		
NBC ASK NBC NEWS- 8.28AM		8.28- 8.30AM	8.15	3,500	4.2	3,250	3.9	29	3.9			4,080	4.9	4,000	4.8	34	4.8		
NBC ASK NBC NEWS- 8.58AM		8.58- 9.00AM	8.45	3,750	4.5	3,500	4.2	23	4.2			3,580	4.3	3,420	4.1	20	4.1		
NBC ASK NBC NEWS- 10.28AM		10.28- 10.30AM	10.15	5,330	6.4	5,250	6.3	28	6.3			7,410	8.9	7,160	8.6	32	8.6		
NBC ASK NBC NEWS- 10.58AM		10.58- 11.00AM	10.45	5,080	6.1	4,910	5.9	25	5.9			6,250	7.5	6,160	7.4	27	7.4		
NBC ASK NBC NEWS- 11.58AM		11.58- 12.00NN	11.45	4,410	5.3	4,250	5.1	21	5.1			5,330	6.4	5,160	6.2	23	6.2		
DAY SUNDAY																			
ABC BEST/KIDS-PEOPLE TOO !	1	9.30- 10.02AM	-GRID 10.00	2,080	2.5	1,580	1.9	10											
									2.1										
ABC SCHOOLHOUSE ROCK- 10.26AM		10.26- 10.29AM	10.15	2,080	2.5	2,080	2.5	12	2.5			2,330	2.8	2,170	2.6	11	2.6		
ABC AMER. LEAGUE CHAMP PRE 5(S)	2	4.00- 4.22PM	-GRID 4.15									12,330	14.8	10,910	13.1	34		14.4	
CBS IN THE NEWS- 7.26AM-SUN(SUS)		7.26- 7.29AM	7.15																
CBS IN THE NEWS- 7.56AM-SUN(SUS)		7.56- 7.59AM	7.45																
CBS NCAA GAME 1-SPECIAL(S)	1	1.00- 3.57PM	-GRID 2.45 3.00 3.15 3.30 3.45 4.00	12,000	14.4	4,080	4.9	17											
							5.4*	18*	5.2										
							4.0*	13*	4.5										
							3.9*	12*	3.7										
									3.6										
									4.3										
									2.3										
NBC NBC NFL '82 SP.(S) CONT'D	2	3.30- 4.03PM	-GRID									5,250	6.3	3,500	4.2	12			



## OTHER PROGRAMS

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